Unprovoked Attack Leaves RA Injured, Four Charged

By Gardner Boumay
Executive Editor

On Sunday, February 2, Babson Public Safety re- sponded to a call reporting a fight in Keith B tower. Today, as a result of five days of inves- tigations by Babson and Wellesley police, one charge of assault and battery was filed against each of four undergradu- s: Jonny H. '99, Ryan F. Dyment '99, Andrew D. Coleman '00, and Scott W. Munro '00.

A Keith tower resi- dent said the incident began around 4:00 A.M. when Ben- jamin Kernekney and not-official Resident Assistant, was sud- denly assaulted by four or more individuals. Four of the alleged assailants are the stu- dents named above. A police witness also said an unknown individual did attempt to -...an unknown in- dividual did attempt to help Perkins after witnessing the assault begin."-- by police because the investi- gation is still ongoing, said authorities. By late Wednesday, the police and Donna Superior of Babson Public Safety.

The call to Public Safety, it is turned out, came fit- ten minutes after the alterna- tion began. Once notified, Public Safety and Babson police and Wellesley were dispatched to the scenes and the entire building was evacuated. The Dean of Students, Joe Ford, said the incident was "significant" and that "any student is serious." However, he quickly added RA's were "vital" employees and any as- sult on one of them was a very serious matter.

February 13th elections.
Larry Ganti has been a member of the Free Press for three and a half years. Since joining on September 6, 1993, he quickly moved up through the ranks. He started out his first day as a photographer and layout assistant. Only six days later, he became the Photo Editor. He also began writing articles. He went from Photo Editor and writer in September 1993 to being an assistant representative and News Editor in December of 1993. He has been the Editor-in-Chief of the Free Press since April of 1994.

Senior Dave Onorico, Sports Editor, commented "I've seen the paper improve and the staff has improved dramatically in the past two years since Larry's been editor. I'm proud of what's he's done, I'm proud of what he's done in creating the paper. I'm proud of the way the paper has changed, like giving it a name. I think he's been a good editor and I think he's achieved all his goals."
Ganti gave many reasons for his decision. "As Class President, I want to use all my efforts on the staff. I want to have the best Senior Week this school has ever seen. I joined the Free Press with the de- sire to implement mul- tiple goals. Since I have joined, those goals have been met. I think it is time to pass on the torch to some new vision can be followed. Ganti believes that by resigning now and not in April, he is doing what is best for the Free Press and everyone in- volved. "I've grown with the paper. It will be hard to leave, but by staying on the paper I think I would slow down the momentum and energy of the staff. I ran again last semester because I had not implemented all of my goals and I did not think that the paper was strong enough for me to leave."

Freshman Patti Getti, Subscriptions Manager, said "I think [Ganti] did his job bet-

Free Press Editor Larry Ganti Resigns
After Three and a Half Years

By Leticia Stallworth
News Editor

At a Free Press meet- ing on Tuesday, January 28, 1997, Larry Ganti announced his resignation as Editor-in-Chief of The Babson Free Press, effective Feb- ruary 6, 1997. Nominations will be taken for the next Edi- tor-in-Chief on February 6, in a closed meeting of the Free Press staff. Gardner Boumey, Executive Editor, will be Act- ing Editor-In-Chief until the

Snow Ball to be Held in Knight

By Gayla Kranz
Contributing Writer

Winter is finally here and that means the return of Winter Weekends. This year, the Snow Ball, which is being held on Saturday at 9:00 P.M. in Knight Auditorium. This event is expected to be a big hit and a date is not necessary. As al- ways, there will be a DJ, and refreshments will be served. In addition, alcohol will be available for those of legal age. This year, the Snow Ball is in Knight and not off campus like it was last year be- cause Babson College has been blacklist by all area facilities. Not only will the Sheraton Needham not take the College back, but other places will not allow in airport facilities as well due to the fact that apparently about $5,000 in damages were done to the Sheraton last year during the dance.

What's Inside:
News... Sonia Sanchez's Poetry
OP/ED... MET/000 Explained
Features... Lemon Bear
Business... ENAB Business
Inerr... Bulgarian Process
A&E... Star Wars
Campus... Basketball
Sports... Babson Basketball
Saturday the Babson Community... for over 25 years

Unorganized of the Year '95-'96

Welcome Back Issue

February 6, 1997

Michael Mann, the Director of Campus Life, said that the Babson administration was making a "quick response." He also said the event was "disturbing" but refrained from comment- ing further for fear of Interfering with the alleged as- sailants' right to "due pro- cess." A number of RA's have expressed anger over the assault. One, speaking under the condition of anony- mity, said, "I would like to see these guys expelled."

All four students are scheduled to appear before the Judicial Board this Friday. The results of those proceed- ings are confidential.

February 6, 1997

By Gayla Kranz
Contributing Writer

Unfortunately, Knight will look very different on Sat- betholomew and polyester and practice those disco moves.

I think my role as Editor-In- Chief has brought enlighten- ment to the Student Government. Since I have been here, some, I didn't find any diffi- culty in dealing with the two positions [of Editor-In-Chief of the Free Press and SGA rep- resentative]. There would have been a conflict if I was on the executive board of SGA, but I am not. The more input, the more- more things will come out and get done. If no one speaks up, nothing gets done."

Ganti is sure that his resignation from the Free Press will push the paper for- ward. "I am confident the paper won't weaken. If it does, it won't be the fault of the interim Editor-In-Chief. It will be my fault because I didn't teach them well. Looking back, I have no regrets whatsoever."
Sonia Sanchez is Coming to Babson

By Leticia Stallworth
News Editor

In honor of Black History Month, Babson College has planned many events that promote multiculturalism as well as the history of Blacks in America. This month's celebrations commenced on Monday, Feb. 3, with a Horn Gallery reception and will end with a showing of Spike Lee's "Get On The Bus." In between are a host of other events, including a poetry reading by Sonia Sanchez in Trim Hall rooms 203-205 on Tuesday, February 11 at 7:30 PM.

Born September 9, 1934, Sonia Sanchez has made herself known in the world of literary scholars. She has contributed to many genres of literature since her first work was published in 1969. Not only is she the author of 13 books, but she has also participated in at least five play productions. Two of her latest books, "Homemgirls and Handgrenades" and "Wounded In The House of A Friend," are on sale at the Babson College Bookstore. She received the 1985 American Book Award for "Homemgirls and Handgrenades." She is also the recipient of at least eight other awards and honors.

"Wounded In The House Of A Friend" is her first book in eighteen years and speaks about both public and private betrayals. It confronts a world most of us chose to ignore. Sonia Sanchez has lectured at over 500 colleges and universities internationally. She has read her poetry in Africa, Cuba, England, the Caribbean, Australia, Nicaragua, the People's Republic of China, Norway, and Canada.

Professor Mary Pinard, head of the Writing Center, invites everyone to attend the poetry reading on February 11. It is a wonderful opportunity to celebrate Black History Month with one of our most treasured poets. Sonia Sanchez is a powerful, important voice that everyone should hear, know and love. I also invite people to meet her informally that morning. She will be in the Writing Center from 9:00 to 10:00 A.M. to speak to students, faculty and staff, as well as to answer any questions. I hope the Babson community will welcome her.

Tim Mann Named Director Of Campus Life

By Jason Monroe
Contributing Writer

At the beginning of the 1996-97 school year, Babson began its national search for a new Director for the Office of Campus Life after Michael McBrien, former Director of Campus Life, decided to resign. McBrien's decision to leave left a huge void in the department that needed to be filled.

A committee was set up to find a new Director for the Office of Campus Life. One of the individuals very much involved in the process of choosing a new director was Tim Mann. At the time, he was Interim Assistant Dean/Director for the Office of Campus Life. After a long, rigorous period of interviewing and screening candidates, the position was still vacant.

On December 20, 1996, Mann was formally offered the position of Director for the Office of Campus Life. He thought about the decision for two weeks, and formally accepted the position on January 7, 1997.

Since arriving at Babson College in July of 1993, Mann has held several positions. He started out as the Coordinator for Housing Operations. He then became Assistant Director of Residential Life. He moved on to become the Associate for Housing and Residential Programs. Still later, he became Interim Assistant Dean/Director for the Office of Campus Life, and finally, was promoted to the position of Director for the Office of Campus Life.

Mann said, "many of my duties before becoming Director were the same as my duties now."

"Mann is a firm believer in being an advocate for students..."

Mann enjoys working in the Office of Campus Life because it is a team-based effort on behalf of everyone who works in the department. The department includes professionals as well as student employees.

Some of Mann's goals as the Director for the Office of Campus Life are to work to maintain that team-based effort that this department is known for, as well as work to create a religious offering on campus for those who are religiously disciplined. Mann is a firm believer in being an advocate for students and being available to students all times. He lives on campus, and he believes in "one-stop shopping" for students. This is the reason why the Student Activities Board and the Office of Residential Life merged to form the Office of Campus Life.
Faculty Research

By Susan Chern
Faculty Research Board

The Babson College Faculty Board of Research has awarded Course Releases for the Spring '97 semester to the fol-
lowing faculty members to par-
sue Board sponsored research
activities:

During his fall '97 Course Release, Chris Henneyesky, professor of Accounting and Law, began gathering data that explores the relationship between func-
tional management areas and ethi-
cal reasoning. "The design of the study will determine the impact, if any, that the new curriculum has on moral values. The study should also determine if there are area differ-
ces in moral values depending on area of major functional interest." An ethical profile instru-
ment was selected and adminis-
ted during the spring semester. Henneyesky will continue to gather and analyze data and write an arti-
tle for publication.

Kenichi Masunoto of the Marketing Department will ad-
ress "one of the most contro-
sional issues in the current market-
ing literature and practice: mar-
et orientation. This research will provide managers with the 'best' and most 'relevant' way to measure and be accountable in organizations' degree of market orienta-
tion based on its predictive power to perform. Furthermore, this research should provide man-
agers with insights into what spe-
cific market intelligence activities are most valuable in their market orientation and market performance as measured by ROI;

Twenty Freshman Suspended for Academics

By Jessica Burtt
News Editor

After one semester of the new curriculum at Babson College, the Class of 2000 re-
mains mostly intact. Comma Bose, Associate Dean of Under-
graduate Programming, stated, "[students] should be proud of their academic achievement."

Sixteen percent of the 392 members of the class of 2000 did not obtain a Grade Point Average (GPA) of 2.00. Of that 16%, only 20 students were sus-
pended because of a GPA of 1.80. The rest were placed on academically warning. The Class of
1999 had similar results in their first semester: 15% below 2.00 with 17 suspensions. Dean Bose be-
lieves the results show that the "class rose to the occasion."
The College decided to change in academic standards in the fall of 1994. Students enter-
ing before September 1, 1994 had a required cumulative average
system on the basis of number of semester completed. This meant students needed to have a 1.80 after two semesters, etc. The 2.00, needed for graduation, was not required until the first semester of the senior year. Students en-
tering after September 1, 1994 needed a 1.80 after two semesters, and a 2.00 thereafter. Ac-
tording to Dean Bose, the College has seen fewer cases of sus-
pensions since the change.

In terms of the Fresh-
man Management Experiences (FME) businesses, the twenty non-returning members of the Class of 2000 included at least one Co-CEO. Another indi-
vidual returned for the day to give her FMEs an experience of a "day on the job". Dean Bose says that part of the "learning experience is that one in the real world [one has] to learn how to regroup when a team member leaves."

Babson and they see the statue, they get the kind of feeling this college wants to encourage. It says
something to everyone about what we represent."

Professor Turner is de-
lighted that Signal will have a per-
manent place on this campus, though he realizes that no one person could have achieved that goal alone. "What's important to
me is the heat that were into it. The only reason it is going into the new buildings is because the whole community warmed up and stood behind it. Everyone on campus has been won-
derful, Extra wonderful ex-
pectations were set for such a genuine interest in the arts. Students parents and alumni lined up beh-
ind this project."

Professor Turner ex-
pressed his gratitude to the people who helped to make it happen. "I want to thank the Free Press for doing the article because that fact allowed a seren-
dipitous chain of events to occur, resulting in an anonymous donor will-
ing to pay the entire $1,5000 to have the statue bottled. I also want to thank the Babson Lace En-
semble for all their hard work and efforts towards funding Signal. The money that was raised by Babson Lace En-
semble, as well as the $100 pledged by a faculty member and the $200 from students was used to help fund a granite base and plaque for Signal."
Looking Back to the Future

I began working for The Babson Free Press during Orientation of my freshman year in September of 1991. Since that time, I have developed a passion for this organization. I have witnessed and been part of hundreds of changes that have taken place during my time with the newspaper. As the newspaper grew, I grew. I truly believe that I have learned more at the Free Press than I could ever have learned in the classroom. The skills that I have developed while working at the Free Press will surely help me in the business world after I graduate this May.

My main reason for joining the Free Press was to learn what it was like to be a part of an organization of constant change and rapid growth. To this day, I feel that the Free Press is the only organization at Babson in which an individual can contribute freely with a real chance to make things happen. I have made things happen. Today, the Free Press is home to over 68 students who dedicate endless hours to provide you with a quality information and entertainment source.

As the rapid change and quality improvements continue to develop at the Free Press, I feel that the role of Editor-in-Chief must develop as well. For that reason, I declare my retirement as Editor-in-Chief of The Babson Free Press. The Free Press is an organization that thrives on energy and excitement. In order to be a part of this organization, one needs to have thick skin. It is not easy to listen to endless negative feedback and personal attacks while trying to advance an organization. However, the quality of people who work on the paper and the friendships that grow from within make the Free Press an organization worth the stress. Over my tenure at the Free Press, I have become very close friends with many of those on staff. The friendships and memories of the late nights working at the newspaper are the things that I will miss the most.

My retirement from the Free Press will take effect today, February 6, 1997 at 7:30 P.M. I would like to thank all of those who have helped me reach my goals as Editor-in-Chief and will cherish the friendships that have developed over the years. On a final note to everyone at The Babson Free Press: always remember that hard times will come and go, be strong, and look out for one another. You are a team and that is what makes you strong. Most of all, as Thomas Jefferson said, don’t ever forget that “our liberty depends on the freedom of the press, and that cannot be limited without being lost.” Take care, good luck, and thanks for all the good times. Sincerely,

Lawrence P. Ganti
Editor-in-Chief

The End of an Era

As you may now know, this will be the last issue of The Babson Free Press under the leadership of Lawrence P. Ganti. I would like to take this moment to mention some of the things Larry has done for this organization over the past two years and what it is like to work with someone like Larry.

In Larry’s time as the Free Press Editor-in-Chief (Fall ‘95 to the present), the paper, as an organization and as a newspaper, has grown faster than any other that has ever existed. The read

eadership alone has almost tripled from just three years ago, and the length of the average Free Press today is between twenty and twenty-four pages versus a past average of eight pages. The staff has grown from about fourteen, three years ago, to over twenty-five this year. The Free Press has added full-color issues, new sections and now produces more weekly issues per year than ever before. The quality and content have improved ten-fold over the paper under past Editor-in-Chief Bill Theofelis. Finally, Larry led the Free Press to winning the Organization of the Year Award for 1996, and hopefully we will win again this year.

Larry has been an excellent leader to the Free Press and has pushed the organization past all conceived limitations. He has done a rough job under impossible scrutiny and fought against tremendous odds, such as conflicts with the Babson administration and SGA. At times, I have disagreed with Larry on both internal issues and those affecting the campus as a whole. However, I also feel that diversity is key to a well-rounded paper. Does Larry make mistakes? Sure, everyone does. Not even SGA is perfect. But Larry has done his job well and inspired his co-workers to do the same. He has, and then some. Thanks Larry—great job!

“The job of the writer is to make revolution possible.”
—Toni Cade Bambara

—Daniel J. Keeffe
Managing Editor

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Letter Policy
Anonymous letters to the editor or anonymous articles will not be accepted. All letters must be submitted to box 140 at Babson College and must accompany the full name and telephone number of the author. Only letters which have verifiable authors will be published. Letters to the editor will be answered at the discretion of the editor. All letters must be submitted no later than Tuesday at 4:00 P.M.

Information
The Babson Free Press is a weekly newspaper published by the students of Babson College. Our production facilities are located in the basement of Park Manor Central. The deadline for camera ready advertisements is the Friday before the Thursday publication date. The Babson Free Press reserves the right to refuse any advertisement and assume no responsibility for mistakes in advertisements. For a full media kit on advertising rates, publication dates, and demographic information, please call our office at 617-239-4229.

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Dear Friends,

Most of you are familiar with the Student Government Association (SGA) elections. For those of you who aren’t, here’s some insightful information. To start with, there are six positions that students can run for. They are: SGA President, Executive Vice President, Vice President of Finance, Vice President of Communications, Vice President of Campus Activities and Vice President of Commerce. I won’t get into the details of the requirements and duties of each position but if you’re interested in it, I will soon brief you on the infobooth or give you a ring at ext. 4330. From February 3 to February 7, candidates need to get their nomination papers signed and filed in order to be eligible to run for office. You probably have already been harassed by many candidates running around Trim trying to get your signature with that darn red sheet!!! After getting their nomination paper into the SGA office, the candidates are allowed to campaign. Be prepared to see the campus covered with campaigning signs. (Just picture it, campaigning signs with FME business signs all over campus... fire hazard!!!). On February 11, you will have the opportunity to hear what each candidate is running for and why you should vote for them. This will be held in Trim at 6:30 on the carpeted section.

On February 17th & the 18th, Primary elections will be held. Primary elections are important because they trim the number of candidates running to two candidates for each position. This is vital in the selection process. We strongly suggest that you vote on these two days. Then on February 20th & 21st, candidates elections take place. Here, the remaining two candidates are left for you to choose from. So remember that you need to vote twice!!! One for the Primaries and one for the Candidate elections. If you are interested in running, there’s still time to run. The deadline is noon on Friday (2/7). Please go to the infobooth to get the nomination papers. For those of you who don’t want to run but want to vote, don’t forget to vote at Trim both on the Primaries (2/17, 2/18) and the Candidate elections (2/20, 2/21))!!

On a final note, I would like to personally thank you for supporting SGA and allowing us to serve you to better Babsen’s community. If you want to know what we’ve been doing lately, just check out our SGA minutes!!

Sincerely,
Morgan King
Executive Vice-President
Student Government Association

Letter to the Community: SGA Election Update

The Portable P.S. Business Administration
Secret Tips for Succeeding in Marketing 3000

By Alexander Handy
Contributing Writer

It is important for future marketing majors or enrollees in Fundamentals of Marketing to write and speak the jargon of a marketer in order to understand it. In fact, it is exactly what the course, and the Handy Marketing Model, are about. In such a course where the goals are such, the jargon must be drilled into the students. The method will be the case discussions. The reason the word discussion is in quotations, is because discussions in marketing are not just real discussions in the sense that important matters are discussed. Instead, a more appropriate term, case "re-arguments" should be adopted. In your case reargurizations is important to raise one’s hand and

"Intelligence and marketing do not go hand in hand because they do not seem to ever travel together."---

played for all it is worth.

1) Differentiate:

Of all five points, number one is the most important, if not the most important, and thus, it is included in the five points of marketing. By differentiating one makes the product unique. Just imagine how you will now get out and no longer manufacture the same product everyone else is producing. Even if you do, never fear for the marketer is here with the next step.

2) Define and Target:

Define and target, just like differentiation, need no explanation. However, before the marketer thinks of differentiating their product, they need to think of their target market. The Handy Marketing Model takes one step further in application in the following example. Let us say you make soap. There are many companies out there making soap, but you need to be different. To be different the marketer needs only to define and target. Everyone sells soap to the masses, so you decide your company will sell to income earners. You define your market as married-upscale-reply nestleuppie.com. Then you target them with what you defined market find to be important soap qualities such as shiny packaging.

When the marketing professor asks, "How do we define our target customer or the size of the targeted customer's market?" It is time to re-argue the third point of the Handy Marketing Model.

3) Market Behavior:

The best quality of the third point is that there is nothing solid to be said against it. Someone can say we have a superior product, but can one ever have enough information? Not in marketing. Target markets can be defined and then further defined. There is always some student who wants to be brainwashed and go ahead with a product, but that is not for marketing class. Hold off decisions and ask more questions and when the teacher allows, you may be covered it is time for more research.

In the situation where a case contains market research a simple word "more" added to market research results in more market research. "To a marketing professor the only limitation to market research is the sky."

4) Increase Market Share

It is the same question put clearer to marketers because, like market research, it gives them a clear idea of what to improve. There are two cases in every case to improve market share is to lower price. It is a time-tested approach for it was always the answer to my marketing class. Caution: Use only in marketing because an entrepreneur would still eat you alive, even if you are a Social Darwinist.

A marketer can never have enough market share regardless of the fact that everyone in your market does not want to buy your product for reasons you cannot solve without making another customer unhappy. Examples are the price is too high or the quality is not sufficient. To increase quality a business usually must increase price and to lower price a business usually needs to lower quality. The two can be mutually exclusive as a marketer and improve quality. The only way to ever be is to move to the final item in the Handy Marketing Model.

5) Market Structure

The greatest element of new product lines is that it allows the marketer to go back to step one of the Handy Marketing Model and begin the vicious cycle of marketing all over again. It translates into bigger departments and a bigger budget, and that is what it is all about in the marketing world. The marketer who dies with the most product lines wins.

A few final notes. The points of the Handy Marketing Model should be propounded to most any marketing question a professor quizzes a student with. If a professor asks, "What does this company need to do?" A student can say, "They need more market research." The professor will then follow up with, "Why do they need more market research?" For the second question the teacher could propose, the answer is even more filler. It can be almost anything such as, "They have not fully defined and targeted their market (the second element of the Handy Marketing Model) because they do not know what their market is and they need market research to identify it,"

or "they need to investigate if there is any chance their soap can be sold to zoos to clean animals."

If your marketing professor is as smart as mine then all of this will work. If she is as dumb as my friend’s professor, this will definitely work for me. If the professor thinks that marketing did not go hand in hand because they do not seem to ever travel together. Of course there are limits they may not be the sky. One marketing professor at this school is said to be a good professor and if you ask around you will find the four letters in his last name. I do not know if people mean good for a professor or good for a marketing professor. Whether or not this will work for him is as unclear as marketing as a discipline.

Editor’s note: Dr. Handy is a world-class consultant, with a Doctorate from the University of Antarctica. He lives in Xenanda with a tribe of pet rocks.

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The Dean's Three Ring Circus

By Skip Connolly
Dean of Detersites

Welcome back cats! Ooo, I mean kids. I trust that you all enjoyed your break and hopefully the Super Bowl as well. And speaking of the game, its always fairly obvious to me as to who the winner will be. But its the darn point spread that screws me up every year. Vegas says this, and the papers say that. Bradshaw, Gibbs, Madden and Mike Ditka all have different opinions.

So who do you listen to? Well next year I think I'll either get in touch with the local genealogist or dial the 1-800 number that's in my wife's Victorian secret catalog. After all who knows more about ovaries and undies than them. "Is Dump-Ching?"

Hey, wait what can I say? You give a man of my superior intellect a month and a half to think up an opening joke and the sky's obviously the limit. Anyway's, with that little knee slapper behind me, its time now to reflect upon the past six weeks. And a complete change of lifestyles for you all I bet they were. In fact such was also the case right here on campus. With the place a virtual ghost town, it provided us at BG the time and space to accomplish tasks that would have been impossible to perform under normal conditions. Such as painting and shampooing of carpets etc.

But the most noticeable change of routine actually took place with all the four-legged inhabitants that roam our fair campus. Raccoons, opossums and stray cats could freely belly up to all the dumpsters for the free eats. White tail deer and coyotes wandered the landscape undisputed. And skunks waddled their little stinky behinds around the joint like they owned it. With Raroo more resembling something out of a "Barum and Bailey's" setting, my thoughts couldn't help but wander back to a special childhood hero of mine, the immortal "Marlin Perkins."

I can just picture the old buzzard now thrashing his way through a dumpster in search of some rare spotted oogile birds nest. Of course his trusty side kick "Jim" would be perched on top just in case the old boy got into some kind of trouble. And if some of you younger folks don't know what I'm rapping about here, this nutcase did a wildlife series back in the 60's called "Wild Kingdom."

And the fact that he was easily over 100 at the time, didn't stop him from chasing down penguins, jumping on tigers or swimming with alligators. Now even though the critters probably had more drugs injected into them than the entire cowboy offensive line, they always managed to give Mr. Perkins an even run

coot, not having a clue as to what he was doing.

Another time, as I recall, he saw fit to jump out of a boat to wrestle with 30ft anacondas, claiming that he had no choice but to do it. I could never figure that one out. There's this huge snake sleeping peacefully on a river bottom with this snap-case floating by in a boat. So why did he feel so compelled to dive in and have a go with the giant reptile? You've got me. But if memory serves me correctly poor Jim was called into action pretty early during that altercation. I will however be eternally grateful to Mr. Perkins for enlightening me as a child to the fact that skunk stink is actually urine, that can be discharged up to 30 feet whenever "Pappy Le Pew" feels threatened. Of course being the inquisitive lad that I was, I quickly asked my father if that was the place of them ever having to do number one. The old man sure as hell didn't know.

Do I. But I do know that if I keep on digressing at this rate God only knows where I'll end up.

So I think its best that I get to my weekly tip and this time around it centers on the command "I want to be able to eat of this floor when you're done with it." To me it sounds like vacuuming the non edible stuff all the while leaving behind the food items. And I did. So when my boss returned he had the choice of crushed pretzels, potato chips, m-mars or pizza crust. To my amazement he didn't want any of it and quickly ordered me to do some more vacuuming.

I don't understand it. I mean how are you going to eat off a floor if there's no grub? Aw the hell with it. I just do as I'm told even if it don't make no sense how no. Next week, The WWN shatters Darwin's Theory of Evolution.

- The Dean

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An Introduction From “The Artist Formerly Known as the Computer Guy”

By Chris Stone
Contributing Writer

My name is Chris Stone, but some of you might know me as “The Computer Guy.” First, please stop calling me that, because it is really embarrassing. Just think how you would feel if I called you “The Accounts Payable Girl” or “The Milk Refrigerator Boy.” That has been said, from now on I would like to be referred to as “The Artistformerly known as the Computer Guy” or you can just call me “CS.” The reason that I got that nickname is my own fault. I worked about 20 hours a week last year at the Student Help Desk in the Computer Lab, and I am currently working for ITSD as an RTA. I also occupy two different positions in the Tech Support Office. That is the little office in the library that brings all the dead computers back to life. Yes, I save lives.

Since I am both a student and ITSD employee, I thought it would be a good idea if I started writing a column in the newspaper that helped address some of the computer issues on campus from an objective, unbiased perspective. ITSD and students have different expectations of one another, and hopefully this column will help bring both groups up to the same level of understanding. I am willing to address any issues that ITSD or students bring to me and try to resolve any communications that might exist between the two groups. This will not be a “Globemaster sucks” column, nor will it be a “Bashom student are ungrateful and spoiled rotten” column. I am open to any suggestions from the Bashom community about topics that they would like discussed. If no

MyCrowScoffed - Starting up the Future?

By Shive Singh
Op/Ed, Editor

This article is about the technology industry. Well, that really isn’t true. It is more about one single company in the technology industry. Why talk about just one company in the industry, you might ask. Simply because that one company might be the only technology company in the near future. Strap on your seat belts and prepare to take off, it is time to start talking about “MyCrowScoffed” - the company that is shaping our future. (By the way names have been changed to protect the innocent.)

The technology, and more specifically the computer industry, has had tremendous growth in the last fifteen years. Computers are becoming an integral part of our lives and soon could be considered an extension of ourselves. As such it has been an exciting time for the industry and certain key companies. MyCrowScoffed has been in the forefront of all this. It jumped the software market when everyone thought hardware was the only cool thing going and used that to gain world domination. Sorry, I meant to say world market share not world domination.

Firstly, I must make it clear that I too love MyCrowScoffed. Who wouldn’t? They’ve made life much easier for us. They have been a window into the future. I think many of us are convinced of it.

MyCrowScoffed products cover almost every category in the software business (that’s a small exaggeration but the spectrum is broad). They have made it so much simpler to buy products. Just be a good boy or girl and go buy MyCrowScoffed, Father Kill Fanes is taking care of the computer for you. And I am serious, MyCrowScoffed produces products that are among the best to buy. And you know why? They run the best on the operating system of your computer. You never could figure out how they could manage that. Someone once mentioned that they make the system software, and therefore have inside information and thus an unfair competitive advantage.

I can’t believe that, MyCrowScoffed is a very good company. They would never do something like that. Do you know that MyCrowScoffed is the number one company when it comes to philanthropy? They are actually trying to make charity less about any other company in America. Isn’t that truly wonderful? At $71.2 million they beat out the usual bigwigs like Johnson & Johnson ($72.8 million), IBM ($72.2 million), Eli Lilly & Co. ($71.9 million) and Hewlett-Packard Co. ($71.2 million). MyCrowScoffed is a model company. In fact 85% of this $73.2 million was in the form of free software to schools and libraries across the nation.

I was reading all this in an article in Salon magazine (http://www.salon.com/business/philanthropy/970127.html), and I couldn’t believe it when they said that and the value of MyCrowScoffed’s dominant software products has been inflated by a factor of 15 or more. But what was worse was that they said “far from being a selfless act of charity, there are strategic benefits to MyCrowScoffed in donating software.” Giving away software increases market share—"Just be a good boy or girl and go buy MyCrowScoffed."

I don’t think that is reason enough to lie. I know for a fact that some of these companies are not being totally ethical. I heard that The Entity Company has an even better operating system and that MyCrowScoffed copied a lot of it. I can’t believe that, MyCrowScoffed must be simply doing it all right.

MyCrowScoffed has got some competition on the internet. You know, the whole superhighway thing. They have got their browser (for free) with their operating system (with 80%) of the market share being very competitive. Isn’t that cool.

Well, MyCrowScoffed has a bright future, and I’m ready to see what they will come up with next. I believe that they are buying the best talent in the industry by offering considerabler higher salaries. Their human resource departments are forever wooing people from the Fruity company, the Ship Navigating company, and the Oatel Company for example. That is absolutely fantastic, because it will make MyCrowScoffed even more powerful; then it will make even better products and sell even more. This could quite easily happen, because they will have the biggest advertising budget by far. A point could be reached where it drives all its competition out of business.

Imagine, it could be a happy ending after all. What a point would be reached where it drives all its competition out of business. Would it be a happy ending after all? Please note: this article, while being incredibly biased, is not meant to be offensive or derogatory in any individual or institution. In purpose to present the possible scenarios for the future. The company concerned does produce good software and is not all bad.
Behind the Brew: It’s Lemon, it’s Beer, it’s Lemon Beer

By Daniel J. Keefe
Managing Editor

Welcome back beer lovers, guess what we have this week! If you are in the market for something really off-the-wall, read on. We have three beers this week, Lemon Lager, Shlitz Light, and Shlitz Ice. No, I am not kidding.

Shlitz Light and Shlitz Ice are two beers that I encountered on a recent trip to St. Laurantdale. To say that I was shocked to discover such beers, is to say the very least. I know full well that every big name brewery has jumped on both the “light beer” and “ice beer” bandwagons, but come on, Shlitz too? I might remind everyone that Shlitz received the distinct honor last year as “worst beer” in America. To be polite, I will just say that this year, Shlitz has not call it terrible, it’s just not good.

My first impression was that the color was too light and bubbly for my tastes. The scent of the brew closely resembled lemonade concentrate. So, it looks like the original was to be considered safe for drinking.

After that little and very brief tasting experience, anything would be an improvement. It just so happens that Lemon Lager fits that bill. Lemon Ice is immensely superior to the first two selections this week, however I have no intention of asking anyone to drink this beer either. I would not recommend.

“A Different Kind of Car”

By Rob Montgomery
Contributing Writer

A few years ago I drove a Saturn SC1 (the entry level coupe), which was equipped with their standard 85 bhp single cam engine. I found this “sports coupe” somewhat disappointing due to the mushy handling and sluggish acceleration. Consequently, as I stepped out of the car, I vowed never to purchase a Saturn unless they did some extreme re-engineering of their automobiles. Recently though, I read an impressive review of their new twin cam coupe in Road & Track, and decided to take one out just to satisfy my own curiosity.

I visited Saturn of Natick, with the intention of driving a SC1, Saturn’s 1.9 liter, dual overhead cam, 16 valve, 124 bhp, sports coupe. However, when I learned they did not have a demo equipped with a manual transmission, I opted for a 5 speed SL2, Saturn’s twin cam sedan. Right from the start I was intrigued by the design. The driver’s seat was quite supportive, and could be adjusted to accommodate any driver’s taste. The gear box and clutch are paired together nicely, making for effortless shifts. And, with the optional 16 valve, dual overhead cam engine, I was able to find adequate power by holding the en- gine in and around 3000 rpm. Now we aren’t talking blistering quarter miles or anything close to an impressive top speed, but we are looking at a car with a base price of only $12,495. In terms of handling, the car felt very sure-footed while cornering. And although the car weighs quite heavily, it was predictable. Even in the rain, the SL2 held tight to the pavement thanks to the optional traction control system.

All in all, there is a lot to be said for the people at Saturn. They have engineered a quality vehicle that, in my eyes, debases the conventional laws of affordable cars. Also, the sales consultants are, without a doubt, the most courteous and service oriented that I have ever encountered. If you are in the market for a new car that will not emply our your wallet, I would highly suggest stopping in at Saturn of Natick and taking a test drive.

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Babson Emergency Services (BES)

Angelo R. Framuadoro II
Features Editor

They are there when you least expect it. They’re there. You may not know it, but they are. They’re there every Friday and Saturday night, ready to respond to emergency medical situations all over the Babson Campus. They are Babson Emergency Services, BES for short.

Friday and Saturday night from 6:00pm to 6:00am, this small band of Massachusetts certified Emergency Medical Technicians (who are Babson students just like you and I) go on duty to respond to the present threat of physical harm and to safeguard the well being of the Babson community. Presently, there are only three members of the BES, but the organization is expanding this semester, and are looking for a few dedicated men and women to join their ranks.

I was lucky enough to have a chance to talk to Ryan Greenberg and Chris Keenan, two of the members of BES, who have been with the program since it’s beginning two years ago. The basic job of the BES is to take the burden of responding to medical emergencies off the already heavily bur- dened shoulders of Babson Public Safety. According to Chris Keenan, the BES “frees up Public Safety to do more investigative work.” The BES is present at every special and sporting event on campus. According to Ryan Greenberg, “Our ‘big thing’ is giving back to the community, and that is why this organization, which is made up of 100% volunteer students, is spearheading an expansion program.

“We may be students,” Ryan says, “but we’re really no different than the Ambulance EMT’s. We’re professional.” Basically, our biggest advantage is being able to put students at ease, so that they will get medical help that they may not seek out from Public Safety,” says Chris.

This semester’s expansion kicks off with a information meeting on February 11, at 2:30pm in Trim. The BES is looking for any Babson student interested in volunteering. They will provide for your training as a Certified First Responder, from which point you can be trained as an EMT. Anyone interested may attend, even if it is just to find out more information about BES. If you have any questions, call Ryan Greenberg at Ext. 4889.
Cider Jack: Just Good Cider, or an Excellent Marketing Strategy

By Daniel J. Keefe
Managing Editor

An explosion of new ciders has hit the bar and liquor store scene in the past few years. Among the young upstarts in this fast-growing industry, Cider Jack has established itself as a market leader in the Northeast region of the United States. The big question about Cider Jack's success is whether the cider is superior in taste and quality, or is the marketing campaign doing all the work. The marketing is clearly working, and perhaps the marketing is better than the product itself. To determine if this is true, we have to look at the campaigns and see how Cider Jack compares to the competition.

Hard Cider History

Cider Jack is a product of the American Cider Company Inc. based in Middlebury, VT. It is made from a fermented combination of French apple cider juice and Vermont grown apple juice. The company claims that Cider Jack is a hard cider made to resemble the historical ciders that predominate from the establishment of the first apple orchards in 1629, until the market leader, spearheading the revival of this historical brew.

Industry Trends

The trend in the rapidly emerging cider industry is toward young, craft-oriented ciders. The cider companies offer an alternative for patrons seeking a change from beer (Lyke 13). Cider is a popular drink in the UK and as an opening into the US market, ciders first appeared in pubs with British-style atmospheres. The cider phenomenon has since spread to most bars and liquor stores as well. The cider companies look primarily to bars that are going to multiple tap systems. If they add a new cider, it will not necessarily add to the business. If they add a cider, they will have increased their diversity and attract new crowds. We’re not necessarily like beer but want a cold, refreshing beer-like product (Lyke 34).

Overall, the advertisement is meant to be humorous and promote Cider Jack as a beer substitute. The biggest push to the Cider Jack advertising campaign is in the bars themselves. Along with posters and the usual marketing techniques, bars are incorporating custom tap ins and some bars have an excellent example of this is Roger’s Pub on the Bahama Campus. Behind their bar sits a row of taps with a variety of different brews. Right at the bar, in front of the bar stools, a Cider Jack tap protrudes from the bartender's side of the counter. When a customer sits down, the first thing he or she sees is the tap with the Cider Jack name and logo. In fact, the customer needs to look further to see what is on tap for draft beers. This is a brilliant tactic.

Every time a customer orders a drink, the name is right there in his or her face. I might add that the tap is provided by the American Hard Cider Co. to the bar at no charge.

Cider Ratings

The question of which hard cider is better seems to have little or no bearing on market share. As far as taste and ratings, Cider Jack is not considered a superior hard cider in the hard cider category. In the 1996 World Beer Championships, Cider Jack did not even make the top three. Woodchuck Dark & Dry Draft and Woodchuck Arberger Draft took the top two medals in the hard cider class. The third, fourth, and fifth slots were taken by Dry Blackstone Fermented Cider, Ginseng diner Cider and Woodpecker Medium Sweet Cider (Larick 9). Although Cider Jack may be considered a good cider, there are clearly better ciders available. If this theory is true, it reflects the fact that Cider Jack is making great use of radio waves to promote their product. Cider Jack scored the highest in the 1995 annual Best Advertising Awards (Gianatasso 5). The ads involve a man approaching a woman to speak with her. Then he lets out a lengthy and loud belch. The narrator says that Cider Jack is not necessarily like beer but want a cold, refreshing beer-like product.

FME Business: CAP-IT

By Ron Lewis, CEO
Contributing Writer

When it came time to decide which business field project to pursue, our FME group decided to run a business unlike any previous FME business. It was a business that would be relatively simple to operate with minimal risk and substantial profit potential. Two members of the original team that recommended Cap-It had raised considerable capital in high school by selling baseball hats at a price that would undercut traditional retail stores, yet still offer a quality selection.

And it was with that in mind that our group decided to launch Cap-It. We will be purchasing our hats on consignment from a local distributor who specializes in selling to organizations as a means of raising money. Our initial stock includes 576 assorted hats. Among these are mostly local colleges and national schools with major sports followings. We have a dozen pro sports team hats, and yes, we have a limited supply of Boston hats, including one variety not presently available at the bookstore, for sale at roughly 1/3 of what one would pay in the book-store—just $10.

In addition to the Bambino hats, limited-edition "CIA" and "SWAT" caps will be sold for $10 each. This is the standard price for all of our other items. However, if you buy one of the others for the $10 price, you are entitled to a second hat for just $5 more. That’s right, two official "The Game" hats for just $15! How can you beat it?

Sound pretty good? Well come check out our inventory. We guarantee no extra sales pressure just for browsing.

Q's Business Briefcase

By Enriqute "Q" Torres
Business Editor

First, I welcome everyone back to college and hope you're all ready for a great semester. Second, in the weeks to come please help me welcome this year's FME businesses.

Based on the structure of the respective executive boards and the cohesion of the staffs of these companies, the Bahama business could outperform the two previous years by far. I am sure that our forefathers of the Bahama business world believe themselves to be pioneers and trendsetters. However, this year marks the beginning of a few new ideas and innovations. For the first time, separate FME businesses are working as a unity to maximize profits.'

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Babson Companıy

By Jason Pacon and Asia Waters
Contributing Writers

We want to bring the world of retail and food to you, the students of Babson College and beyond. We have a mission and a desire to contribute to our community. We plan to present an experience that will allow you to experience the variety of a mall with the accessibility of a short walk to PepsiCo Pavilion.

Clothes, CDs, gourmet foods, and many other types of businesses are coming to our campus to sell their goods and promote their product lines to the lucrative college campus market. How will we attract these companies? How will we make a profit? How will we convince students to come to our expo? These are questions that we have considered and from which we created our approach to our exposition.

The most important part of our expo is attracting our customers to our exposition. Thus, the marketing department created a marketing campaign to promote our success. We will be pounding the pavement throughout the end of January and February in order to reach out to our customers and attract the optimal amount of clients. Armed with all the facts of our business and vital facts about the expo, the marketing street teams will talk to potential clients and persuade them to participate in the exposition. The Babson marketing department will work hand in hand with these clients making sure that each client is satisfied and enthusiastic about our expo. Our service is unique and more complicated than a chocolate chip cookie or a sandwich. Our marketing team will show businesses that these businesses will make a profit with our service and set us future business contacts in the process.

The advertising side of the company is also essential. We will, through our advertisements, attract not only Babson students and faculty but also students from surrounding colleges and the greater Wellesley area. In order to accomplish this we plan to advertise in many college publications and other local newspapers including the Boston Globe. Our largest allocation of money will go to the advertising budget so that more than the expected amount of people will walk through the doors and enjoy our exposition.

The profit side of the company comes from two areas. The first is the selling of booths to companies and the second is the sales to our event. We will sell various size booths to customers depending on their need for space. We will offer discounts to other FME businesses, other student-run businesses, and campus organizations. In order to attract more people to the site. All our profits will go to Harvard Square Meals. In addition to our donation of profits we will be spending a few hours each week at Harvard Square helping to serve and clean up for the underprivileged.

We have proposed this business, because the event will be fun and profitable for everyone involved. Although it may seem like a one-day business, it is, in fact, an ongoing sales mission that teaches those involved the real inner workings of a sales-oriented business. Everyone will have a chance to experience all the aspects of running a business, not just how to bake cookies or sell magazines. Every year our company will provide its workers with the marketing, management, and real world experience that will be integral to our business opportunities in the future.
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How to Make Your Business Grow

By Enrique "Q" Torres

Once in a while corporate America realizes a concept of business that it may have overlooked or just stopped using. With rising costs and declining methods such as quality, efficiency, and speed, many are now turning to the simplicity of growth.

In a current survey conducted by the American Management Association, executives from most of the large companies voted the quest for revenues as the second most pressing priority, only slightly behind customer service. Interestingly, re-engineering, last year's number one, ranked eighth this year.

Companies used to be driven by the goal of lowering costs. Now these same companies are corporately trying to boost their sales by introducing new products, new services, and new markets, both at home and abroad.

These growing companies have learned that it is very hard to achieve growth without pitfalls. The five most common ways growing new market expansion involves, segmentation, new distribution channels, and buying market share.

Buying market share with promotions and coupons can lead to downfall as competition keeps slashing prices. Making acquisitions, either personnel, plant, or capital, is a tactic that fails more often than it works.

What can be done if there is no agreed method of growth? To achieve this goal in any business that we may start up, research should be done to find the "tried and true" methods of growing control success. What did the successful companies do in order to succeed? They all have stable and experienced management teams, they spend a lot of time on research and development, and they invest a great deal of energy into training employees. Above all, they realize that the goal they strive for will not just happen; it is an arduous journey. It has to be planned, nurtured, measured, and rewarded.

Innovation is on everyone's "quick growth" list. This is not a far-fetched idea. An innovative change in the production or development of a product could dramatically change a company's profit line. However, new products rarely live up to their hype. Just 42% of the products that hit the market meet the expectations of the people whom they manage. It is usually believed that companies don't use their R&D time in the proper venues. They depend on the Chief Officers to brainstorm instead of asking the customers what they want. This process produces "innovations" like newly shaped bottles and marginally more expensive soap powders that pass for creative inventions in the packaged goods industry.

The time-honored routes to growth as discounting, rebating, and coupon giving are not viable solutions for obtaining market share. Technically, the theory sounds compelling: "If you can get price and advertise enough you will then increase your volume, build your market share, and boost your revenues. However, buying market share is often no more than a quick fix. For instance, after you have finished advertising and selling your product, your competition starts its own gimmicky discounting. Your newly acquired market share will then become your competition's newly acquired market share. The long-distance telephone market phone is a case in point.

One of the surest and ultimately cheapest ways to increase your total sales is to persuade your existing customers to buy faster, at least on paper. Merger and acquisition activities include acquiring personnel, technology and nomenclature, as well as plant and capital. If two successful companies are striving hard to complete in a limited market, the acquisition of key workers, buyers, performers, or sponsors, can mean the difference between breaking even and making a profit. Corporations that do not employ their management and accounting as tools for growth know exactly what they want the workers that they are making, be it technology, market access, or distribution. They also know exactly what value those acquisition can add to the deal.

Distribution has been a road overlooked for many years. This road has been successful for such companies as varied as Starbucks, Dell, Home Depot, and Charles Schwab. These businesses all take a common approach to coffee-like, computers, hardware, and securities and found uncommon ways to get them to the customers.

As we can see from these tactics in hand, it is up to the board of directors of even the smallest firms to use for the most amazing growth. These businesses that thrive over the long haul will have proven that they understand how to preserve that top line, sales revenue, and can then work on strengthening the bottom line, not profit, remember to keep the eternal vigilance over both the top and the bottom lines; it is the ticket to property.

Economic Profile: Poland

By Albinia Dzinyogwa
Staff Writer

Since 1989, after the hourglass of the Second World War and decades under Communist rule, Poland has been vigorous and eager for a new, better way of life. This country is situated in Eastern Europe and bordered by the Baltic Sea and Russia to the north, Lithuania, Belarus, and the Ukraine to the east, the Czech Republic and Slovakia to the south, and Germany to the west. 38 million people inhabit the land.

"This is a tribute to the strong and patriotic spirit of the Polish people." -

Poland's 120,725 square miles and make the country seventh in Europe in area and population.

Warsaw, the capital city, has a population of 1,167,900. A remarkable fact is that more than 80% of the city was destroyed during World War II and has recovered afterwards. This is a tribute to the strong and patriotic spirit of the Polish people.

The official and most widely spoken language in Poland is Polish, but many Poles speak English, French, German, or Russian, and understand certain Slavic languages in varying degrees.

Nearly 30% of the country's workforce is engaged in the agricultural sector, which retained private even during the socialist era. Poland is a leading producer in Eastern Europe of potatoes, sugar beets, rye, barley, hops, and cattle. Major industries include food processing, engineering, food, light industry, and textiles.

Poland's trade and privatization policies also need to become clearer, more consistent and speedy. Another major step will be to price reform which will decrease the social costs of adjustment. These sound macroeconomic and structural policies will foster the convergence of Poland towards average OECD living standards.

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Bulgarian Socialists Give in to 30 Days of Protests

By Evgeni Minkov
International Business Editor

Bulgaria's ex-communist ruling party caved in to opposition pressure on Tuesday, February 4th, after 30 days of mass protests, agreeing to general elections by April 20. Tens of thousands of anti-government demonstrators poured into the streets dancing, singing and chanting "Victory" in the capital city, Sofia.

President Petar Stoyanov came out of the presidency to accept the cheers of crowds chanting his name and warn them through a megaphone that hard times were still ahead. Jubilant demonstrators lifted him onto their shoulders and carried him through the streets. Protesters dismantled roadblocks and cars flying opposition flags drove through the streets honking their horns.

Crowds gathered at the presidency and outside the Alexander Nevsky cathedral, the site of daily opposition rallies.

"Crowds gathered at the presidency and outside the Alexander Nevsky cathedral, the site of daily opposition rallies."

A joint statement issued after a meeting of political leaders said earlier in the day that parliament had agreed to give up its mandate to form a government, and the president would schedule elections in the second ten days of April. Under the constitution, Stoyanov must appoint a caretaker cabinet whose main role will be to organize the polls.

"Bulgaria is faced with extremely severe economic challenges," Stoyanov told reporters. "The caretaker government which I will appoint will have a very difficult job to do, I know. It won't be plain sailing, there will be extreme difficulties on the road."

The Union of Democratic Forces (UDF) opposition party stepped up strikes a week ago, when the Socialists said they would form a new cabinet. Protesters in the town of Dobrich have kept up a round-the-clock blockade of main road and rail routes to Greece since last December.

The leader of the UDF, Ivan Kostov, told the chanting throng: "I would like to thank our president, who managed to take control of this difficult situation and all the people in the streets, and all those who went on strike to support us. And especially, the students, because without their enthusiasm we wouldn't have gone so far." He invited supporters to a first victory rally on Wednesday evening at the Alexander Nevsky cathedral.

Bulgarian Socialists Party (BSP) leader Georgi Parvanov said the agreement showed the party's political maturity. "This was a step towards restoration of confidence in the BSP and it will be felt in the upcoming elections," he told reporters.

Bulgaria still has no state budget for 1997 and it was not clear whether international lenders would be prepared to negotiate urgently needed accords with a caretaker government in office for little more than two months.

Source: Reuters

January 30th, 1997 BULGARIA

Bulgarian students block main bridge in the capital Sofia in their protest against ruling Socialist party. Source: Reuters

January 30th, 1997 BULGARIA

A group of young girls participating in a Miss Protest contest pose in their underwear in front of Sofia's parliament building during a protest rally by opposition supporters against Socialist rulers January 29. (The outside temperature is 30 F).

Source: Reuters

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Australian Government Cracks Down on Banks' Tax Loopholes.

By Reuters News Service

Sydney Morning Herald

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The Federal Government will clamp down on loopholes used by banks and other financial institutions to avoid profit tax on foreign income. Banks have been buying shares in overseas companies, rather than lending deposits, because the subsequent dividends are tax-free under Australian law, while interest payments would be taxed.

The clampdown on the practice will reap "significant" benefits, according to the Tax Office, as the practice was widespread among Australian financial institutions. While refusing to provide a specific revenue estimate, a spokesman yesterday said: "It is a significant revenue risk that we are attacking."

The Tax Office is informed by the use of the scheme, after banks argued in the early 1990s for an exemption from accruals tax on overseas dividends, having admitted share acquisitions were effectively financing arrangements where dividends were equivalent to interest payments and subject to Australian tax.

After successfully lobbying for the exemption, some financial institutions are using the loophole to receive tax-free dividends. Typically, financiers issue redeemable preference shares which contain a guaranteed dividend payment (effectively interest) plus a guaranteed repayment of the capital. Such dividends are recognized by the Tax Office as a financing facility and are subject to Australian tax.

By attaching full voting rights with the shares, the financial institutions have argued that the facility is, in effect, an equity investment and not a loan bypassing Australian taxation.

"Technical director of the Taxation Institute of Australia, Ms Anne Carey, said financial institutions had taken advantage of the "window of opportunity" afforded by the tax break, but it "obviously shouldn't be there in the first place."

Source: Sydney Morning Herald
Star Wars is Back and Better the Second Time

By Daniel J. Keefe
Managing Editor

Star Wars is back on the big screen, and I must admit, it is far better than the original version. Last Friday, the first movie in the Star Wars Trilogy was released nationwide. Most people have seen the original version, modified for home viewing via video cassettes, but this is different. The sights and sounds in the movie theater atmosphere cannot be matched on television. The combination of newly added, never-before-seen footage and THX sound is an adventure not to be missed. I am dating myself, but I remember when Star Wars first came out on the big screen twenty years ago. It is the first movie I saw and what a blockbuster...eventually. Most of the readers here at Babson are too young to have seen Star Wars when it first came out, but I will tell you that the television version is pale in comparison. It will be interesting to see if it becomes the highest grossing film of all time. Star Wars already holds the number four spot behind E.T., Jurassic Park, and Forrest Gump.

I feel that the new effects will prove to be an integral part of the movie's future success. For example, the meeting between Jabba the Hut and Han Solo had been cut from the original version. After adding the scene and polishing it up a bit, the story flowed more smoothly. Other scenes were beefed up with more spectacular explosions and alien creatures; this did not necessarily add to the story, but certainly enhanced the various settings. The Mos Eisley scenes received a complete make over, and now looks more like a busy spaceport than a back alley.

Regarding the Han Solo/Greedo shootout, I feel that scene should have been left the original way. In the original, Greedo is holding Han at gunpoint, and Han shots him, seemingly in cold blood. The new version has Greedo shooting first and missing at point-blank range (not very believable). Then Han shoots him in a blaze of colored laser blasts. The character of Han Solo is somewhat of a mercenary-like character, and shooting Greedo in cold blood would not be out of character. The whole point of Han's role is to show the development of a money-driven smuggler who comes to fight for a cause against evil. Overall, the additions were very good, and I was pleased with their integration.

The expense for the movie's upgrade actually cost three times that of the original production. Star Wars, back in the mid-70's cost about $10 million to shoot. The recent upgrades and new scenes cost an additional $30 million to produce.

Now, big news in the movie industry is the seem-to-be-released sequel to Star Wars: The Empire Strikes Back and The Return of the Jedi. The Empire Strikes Back is due for its re-release on February 21 and Return of the Jedi on March 7. Both sequels have new scenes and enhanced effects like the first. Due out in 1999 are three new Star Wars films. They are to be prequels to the Star Wars Trilogy, revealing the creation of Darth Vader and leading up to the events in Star Wars itself.

Life Is Sheer Hell When You Experience Korn's Life Is Peachy

By Natalie Vlahovic Arts & Entertainment Editor

You know what? I HATE this band with the most proverbial passion. I could possibly contain within his or her trembling body and psyche. Korn angers me more than any alternative band known to mankind. There are few albums that could surpass Korn's Life Is Peachy in the moronic and talentless alternative noise pollution category. Even though Green Day sucks more than leeches on a beached whale, they do possess the average ability to compose melodic songs. Korn, on the other hand, even outshines Bihurday's feeble attempts at music in the alternative/rap-crap department. You know, I am not even going to bother reviewing any specific songs, because that would be futile and pointless. Instead, I will drive everyone mad with one of my spiels about why this band is should be eradicated off the face of the earth by chemical and biological methods.

Every single "song" is exactly the same: the quiet little verse that leads into the pseudo-rebellious chorus full of screamed vocals filtered through a filter (e.g., Nine Inch Nails and Ministry) and feedback-ridden guitars COMpletely devoid of melody. Not only is the baseline, which they are talking for all it is worth, prevalent in every single song, there is an unsettling element of groove that I cannot understand. On "Wicked," the vocalist actually raps, which is just adoring the poor little poser boy can barely catch his breath while attempting to rhyme incoherent phrases. There is also that repetitive little melodic squelch thingie found throughout this song, like the one in the Korn song, "Jump" or something of that nature.

Jesh...I'd better quit. Listening to this album pains me so much that I am literally up weep oceans of bitter tears. Yip, the human race is self-destructing. Music like this did not exist in the 80s. They were smarter for that. Human intelligence is regressing to that of a Neanderthal; just look at Korn. If their CRAP isn't a sign of terrible things to come, then I don't know what is.

Yay!

O.K.

Decent

Bad

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Sex, Violence, Darkness, and Pure Class: The 1996 Reissue of Witchfinder General's Death Penalty

By Natalie Vlahovic
Arts & Entertainment Editor

Ah yes...here it is, this New Wave of British Heavy Metal gem from 1982 finally re-released on CD. One can never be satisfied with enough of those Black Sabbath-esque riffs and that Ozzy-like crooning from Zebc Parke (an aptly odd name for an equally odd fellow). Why they had to choose such homogenious cover art for this album is beyond me, but the music more than compensates for it. The musical genre under which this usually fails is "doom," which is a beautifully dark celebration of depression and Armageddon, rather than a stagnation. It is a glorious wallowing in human woe and a paradoxically uplifting musical commination of sorts. “Invisible Hate” is an anthem dedicated to the hatred of living in an absurdly confusing world devoid of peace. While Parke soothingly croons of the deviant things in which he finds solace, the guitars swirl about in a psychedelic haze. The next track, “Deatb Penalty,” contains a moody segment towards the end where Parke poetically expresses his grief over senseless homicides. Humorous lyrics on “No Syner” indicate the band’s propensity towards Saturday night frolication and all of the innocence and purity it entails. The definitive highlight of this album is “Witchfinder General,” which incidentally appeared on a 2-CD New Wave of British Heavy Metal compilation (for which that poseur Lars Ulrich of Metallica wrote liner notes). Here, Parke’s vocal agility ebbs and flows with ease with the music to create a lovely Sabbath-esque equilibrium of which most doom bands can only dream.

For those of you who are interested in the classic rock path of creating a doom sound, check out Witchfinder General’s Death Penalty. It is a doom fan dream come true. They compose music other than to human ears, taking us all on a long strange trip through vast plates of being and majesty. In Marketing Management they teach you that the invention and first incarnation of a product is always the best and that which improves upon it is only secondary and thus forgettable. In this case, that is only half true, as this is a vast improvement over those formerly adept.

A side-note: I once received a rather laughable, ignorant, and oh-so-reprehensible comment stating that the only things I ever write about are “sex, violence, and darkness” and that I should “get some class.” Now, to my knowledge, not a single one of my views has ever contained sex or violence, since these things are to be abhorred. However, darkness is, indeed, a theme that weaves itself through much of the music I review, and that to me, a beautiful and classy thing. Henceforth, I feel that I must fulfill this person’s quota with one review that actually contains all three of these things. Happy? Now your comment has been substantiated!

Tom Cruise Stars in Jerry Maguire, Not Just a Chick Flick

By Leticia Stallworth
News Editor

When the movie opens, Jerry Maguire is the big man at SMI, a sports managing firm which he helped to build. The firm has a handful of agents handling hundreds of clients, with big money being the main goal for all. In this hectic world of sports, the agent doesn’t have a personal relationship with any one customer; it’s just business, cold and impersonal. One day, after meeting with a client, Maguire has a stroke of genius (or a stroke of conscience, whichever you prefer), staying up half the night writing a mission statement (not a memo) for his firm. In it, he expresses his views concerning Real Quality Management, believing agents should be true and honest with their clients. He states that each agent should handle less clientele in order for them to have more personalized relationships.

Maguire goes on to print over a hundred copies and places them in the mailboxes of every worker at SMI. Panic over having everyone read his mission statement sets in, and he wants him back, but it’s too late. People had already started to read it. Maguire’s anxiety turns to relief when the office applauds his effort, but later that day he’s fired because his statement is not the job he got done.

After losing his job because of his epiphany, Maguire decides to start his own company. However, he has no clients. Dorothy, an accountant who worked at SMI, left her job to help Maguire start his business, and she becomes one of the few assets he has left. Jerry Maguire is a movie that tugs at the heart strings of warm-blooded people. Due to his epiphany, he was forced to reinvent his whole life. Anyone and everyone can relate to this film. It is definitely not a ‘chick flick’ as I had previously heard someone call it. There’s enough testosterone to even make the boys happy. If you haven’t seen it yet, it is a definite must see!
Manowar: The Gods Made the Kings of Heavy Metal at Mother’s Nightclub in Wayne, New Jersey

By Natalie Vlahovic
Arts & Entertainment Editor

Forgive me if this isn’t an analytically recorded chronological account of the songs Manowar majestically played on December 29, 1996. You see, I was too preoccupied with fast-hanging, yelling Viking-related nonsense, and doing other such metal-headed activities to bother with a pen and paper. As well, it goes with the territory. This was my very first experience at a true metal show in the United States; hence, my journalistic ambitions for the article were slightly obscured by the musical might bestowed upon me. After racking my memory by looking over all my Manowar CDs, I have managed to amass a comprehensive list of songs which they played. And now... the review!

While standing around and waiting for Manowar to appear, several negative thoughts crossed through my mind. Would they play new songs with which I was not yet familiar? Would they lack energy and enthusiasm, seeing as the majority of the members have been playing since 1982 and are thus pushing 40 years of age? And lastly, would they just plain muck? Well, to my pleasant surprise, Manowar, clad in full metal ‘n’ leather attire, thundered onto stage and proceeded to blow the roof off the club with their opening track “Manowar” off Battle Hymn. Their stunning performance of this song breathed new life into the words “other bands play, Manowar kills.” Of course, the obligatory “Battle Hymn” had to be played in order to truly reinforce their tenacious metal identity.

The show surprisingly consisted of mostly older and faster songs, and the audience was spoiled with a seemingly never-ending orgy of metal and might. Thankfully, the only two solid appearances of the horribly mundane “Fighting the World” reared their heads one of which was “Black Wind, Fire, and Steel” and the other “Norrath.” The powerful drums, screaming guitars, and Eric Adams’ passionate vocals were ten thousand times more ferocious live than on CD. Other fast and potently raw songs included “Wheels of Fire,” “Sign of the Hammer,” “Kill With Power,” and “Hail and Kill.” “The Gods Made Heavy Metal,” which is off of their new album,...

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"Joey De Maio bassist extraordinary, let his dexterous fingers travel up and down the neck of his guitar..."

Louder Than Hell, came across as rather annoyingly Spinal Tap-ish. Manowar have always been campy, but I have a feeling they’ve lost that magical epic aura that permeated their first four albums.

For equilibrium’s sake, Manowar also played some slower numbers in order to let the audience breathe. “Gates of Valhalla,” with its soaring melodies sung by the ever-gorgeous Eric Adams, made me want to mount my horse, march off to battle, kill the enemy, and rule the north. “Spirit Horse of the Cherokee” was an obscure choice picked from a newer release, yet the enthranced crowd chanted the lyrics word for word. The drums were pounding, which created an air of majesty and mysticism. The dynamics were unbelievable.

And of course, what Manowar show would be complete without guitar and bass solos? Joey De Maio, bassist extraordinary, let his dexterous fingers travel up and down the neck of his guitar, creating melodies of which most people would only dream. Never added to the band, guitarist Carl Logan played some furious and soaring Yngwie Malmsteen-ish melodies.

After Manowar left the stage, “The Crown and the Ring” played out of the speakers, and the exhausted and sweat-drenched audience rested in a sea of ambience. I must say that this was one of the most exhilarating nights of my life. This was the first metal show at which no one was cheesy enough to mosh or act tough in order to prove himself. Here, there were hundreds of dedicated fans gathered to experience a night of music and magic, not trends and foolishness.

Use it to buy a new CD.

(No, not a Certificate of Deposit. Duh.)
A Winning Hobby: Sweepstaking!

By Susan Donahue
Net Contributing Writer

Imagin...
Student Government Association Minutes
December 3, 1996

Executive Board:
Kevin Nolan, President, #7259
Robert Spiegel, VP, Campus Activities, #6245
Morgan King, EVP, #7996
Joe Billante, VP, Finance, #8057
Paul Nelson, VP, Commerce, #5412
Steve Giove, VP, Communications, #7755

VP: Reports

1. Talked to B&G about getting paper towel dispensers, soap, and seat tissues into dorm bathrooms.
2. Daryl One machine for the washer in Van Winkle A, 2nd Floor will be repaired.

VP Campus Activities:
Winter Weekend Schedule:
Friday - All-Star Dynasty Disco Review (Knight, 10pm)
Saturday - Snow Ball (Knight, 9pm)

VP Commerce: No Report.

VP Finance:
1. Ways and Means Committee approved four funding proposals:
   - Babson Boxing Club - $1500, Beaver Bowl - $1000, Babson Journal - $755.00, and Babson Society for Investor Education - $400.
2. A presentation was made to show tuition increases within the last three years.
   - Last year had a 4% increase, which was the previous two years each had a 5% increase. A Trustees Meeting will decide next year's tuition within the next couple of weeks.

VP Communications:
1. Next book availability in Horn Library is left up to each professor.
2. An alternative to those who are unhappy with Babelco rates is the use of a phone card. An EMX business, Babson Communi-
cations, will offer phone cards starting February 10th.
3. ITSD will now clean out the Kc/temp drive out on Fridays. Extra space has been added in the drive.

DMV: No Report.

Scheduled Business:
Proposed amendment change by Rita Haag was withdrawn.

Water Safety Update:
Bicycle Safety Update.

Guest Speakers:
Public Safety attended to field any questions. Questions included:
1. A new police officer.
2. Inconsistency in ID checking when called for lock-outs.
3. Time limits for lock-outs.
4. Office down sizing.
5. Why an average time is not given when a request is called down to Public Safety.

Students were also interested in a more personal relationship with Public Safety officers.

New Business:
1. Request to increase awareness of SGA election speeches.
2. Recycling bins in dorms.

Announcements:
1. Prescription for Success workshop (Feb 28th and 29th) - sign up at Student Activities. Space limited.
2. Leadership dinner is coming up. Invited guests were announced.

Boxing Club has had two practices this week.

EMU plus included: Cash Lover's Conoson, Beaver Communi-
cations, and The Pot.

We Care, a Health Column

Hypothermia
By Babson College Health Services

Winter and cold weather do not stop people from being outdoors. Whether intentional, or as a well planned ski trip, we are all exposed to snow, wind, or an accident-
tal dunking in freezing temperatures can lead to hypothermia. Drinking alcoholic beverages is often associated with hypothermia. Anyone who drinks and falls asleep in a cold or wet place can lose too much body heat.

So what is the big deal about becoming hypothermic? Simply, it can become very dan-
gerous. Individuals experiencing cold begin to shiver. Shivering is the body's attempt to become warm again. Gradually, unsuccess-
ful vigorous shivering can lead to cold, pale hands and feet, clumsiness, confusion and even death.

This is very common in this season. In later stages, victims can be unable to care for themselves, use poor judgment, and become unconscious.

Persons who grow colder without receiving care may die.

Hypothermia is largely preventable. Being prepared and using common sense are the best ways to avoid problems of heat loss. Always wear the right cloth-
ing, and have sufficient clothing

Globen Improvements Update

Now that Spring semester is under-
way, ITSD would like to inform you of the following enhancements made for Spring.

E-mail reliability:
As almost everyone knows, the College experienced intermittent problems with its e-mail system last fall, pri-
marily with messages to and from the Internet. To address this, dur-
ing the winter break ITSD implemented two very fast and powerful Internet gateway mailboxes. These two devices are dedicated solely to the processing of Internet e-mail traffic in and out of Babson, and initial measurements show that we are easily handling the more than 4000 mes-
sages that Babson sends and receives via the Internet on a daily basis.

As part of this Internet gateway implementation, any message sent from Babson will now appear to come from @babanon.edu. However, since a reply to this address by default, goes back to <username> @babson.edu, we discovered that several Babson users had mail being deposited into their VAX mailbox rather than their BeyondMail mailbox. To resolve this, as of this past Friday evening all messages sent to <username> @ babson.edu are now being directed, by default, into the user's BeyondMail mail-
box. Only users who have re-
quizzed their e-mail be directed to their VAX mailbox have it configured in that way.

Dining Winter Break

During winter break ITSD tested several virus scanning packages in order to select one to be used on campus on all PCs. Norton AntiVirus from Symantec was chosen for its ease of use, network connectivity, and ability to upgrade. This package has already been installed on all classroom and lab PCs, and ini-
tial feedback indicates this product is functioning quite reliably.

Now that the installation routines have been solidified, it is expected this pack-
age will be available for installa-
tion in the student use on employe PCs within the next few weeks. Fur-
ther details, including installation procedures and requirements, will be disseminated as they become available.

In the meantime, em-

employes, and students with per-
sonal PCs, are encouraged to con-
tinue using the F-PROT scanning software located in the SD2/240 in music.

Space availability and emptying time:
During winter break ITSD more than doubled the amount of disk space available on K-TEMP. This should prevent the need for disk space sometimes encountered prior to the weekly emptying of this directory. Also, due to numerous requests by stu-
dents and faculty, we will also be moving the day/time that K-TEMP is emptied from

At 1:00pm on Fridays to 5:00pm. This will be imple-
mented beginning this coming week; i.e., the next scheduled emptying of K-TEMP will be Friday, 2/7, at 5:00pm, and not Thursday, 2/6, at 10:00pm.

Installation CDs:
ITSD has added additional GNB2.1 installation CDs to be used by staff, faculty, and students. Two additional CDs have been placed at the Information desk on the first floor of Horn Computer Center; one will be reserved for fac-
ulty use only, the other will be re-
served for student use only. A third CD has been placed at the Student Advice desk in OH and is available for stu-


Students in need of those Gwen contracts the ITSD Help Desk at x4357.

Thank you.

The Sisters of Sigma Kappa are excited to announce our informal rush from February 10th through the 12th. The schedule is as follows:

Monday, February 10th - 6:45 PM in Peitz Lounge
Tuesday, February 11th - 7:00 - 7:45 in Trimm 201
Wednesday, February 12th - 8:00 - 8:45 in Trimm 201

If you have any questions call Lori at x4332.
We hope to see you during rush!
Sports

Athlete of the Week: Rob MacLean

Movie: Less than Zero
TV: Simpsons
Prof: Newman
Class: FME
Soft Drink: Mountain Dew
Breakfast Cereal: Captain Crunch

The Athlete of the Week Committee has returned to work after an extended vaca-
tion. After a month of spending the bittersweet from last semester's Athletes of the Week, the committee reconvened to accept money... I mean unani-
mously select Rob MacLean as the first Athlete of the Week in the new semester (at a bargain price none the less). Rob is a two-sport ath-
lete at Babson College. He plays lacrosse and is the goal tender for the hockey team. Rob has played 739 minutes in 11 games this sea-
son. In these 11 games, Rob has only allowed 34 goals for an im-
pressive 2.81 goals against aver-
age. In this time, Rob has turned back an impressive 372 shots. Rob credits the team for his suc-
cess. He thanks all of his team-
mates as they have "dined in front of
some goals to make the save that I was unable to make." Rob's most memorable moment in Babson sports was his first start during his freshman year. Even though he got "laid
top" this was still an exciting mo-
ment for the now junior goal ten-
der. The Athlete of the Week Committee would like to thank... I mean congratulate Rob MacLean for being this week's... everyone say it with me... Athlete of the Week.

Women's Basketball Beats Wellesley to Pull Back to .500

By David Onorato
Sports Editor

Like the Babson men's basketball team, the women's squad is having an up and down season. The team started hot
with five straight non-conference wins. At one team, the team had an impressive 7-1 record before losing to Bowdoin and then Amherst.

On January 18th, the Beavers faced Rivier at Stacks Gymnasium and promptly blasted them by 23 points. Beth Giovanni
nii poured in 26 points and Kim McBride added 10 re-
bounds during the win. Three days later, Babson hosted Coast
Guard and lost in a barn-burner by a score of 53-51, their closest game of the year. This loss sparked a six game skid that lasted all the way until last Tues-
day when Babson hosted confer-
ce rival Wellesley. With a 9-2 record heading into the game, Babson was ready to stop their slide and salvage their season. Katie Corcoran was the high
scorer of the game with 14 points and Captain Kim McBride
rippled down 7 boards as Babson pulled off a huge win by a score of 57-51.

Beth Giovanni was the team's leading scorer with 215 points in 18 games followed by Kim McBride with 133 points. Giovanni and McBride also
lead the team in rebounds with
121 and 91 respectively. Ellen Connolly leads the team with 60 assists.

Currently, the Beavers stand at 9-9 with a 1-1 record in the
NEWC. They are 6-2 at home and 2-7 on the road.

Men's Basketball To Face Springfield Tonight

By David Onorato
Sports Editor

The Babson men's basket-
ketball team has had a rollercoaster ride of a season. After
starting the season with three straight wins, they dropped three in a row after losing their number one scorer Michael
Kingley.

After Christmas, the team traveled to Ohio with a 4-3 record to participate in a holiday tournament. They split their two games in Ohio and returned home for a tough
two road game trip versus Sa-
lem State and Brandeis. They played Salem State well but lost the game by three points. Mark Teller scored a season high 30 points in this game. Following this tough loss, the team rolled over Brandeis by thirty points and proceeded to rack up three more wins to
improve their record to 9-5 after the Norwich game on the 29th of January. Mark Giovino scored 26 points to lead Babson
to their fourth straight win.

However, things have turned sour for the Beavers as
they are currently on a three
game losing streak. Despite
Mark Teller's 26 points, the Beavers could not contain Amherst in their last home game, losing by a score of 90-

the game within a few points before Tufts pulled away at the end. Mark Giovino scored 26 points while dropping in a sea-
son high 6 three pointers.

Mark Teller leads the team with a 18.6 ppg average with Mark Giovino not too far behind with a 17.8 ppg avg. Tim O'Brien leads the team with 117 rebounds and Giovino has 54 assists. Giovino also needs 158 points to break the coveted 1,000 point barrier. We will surely be keeping our eyes on that.

The team is currently 9
-8 overall with a 5-3 CAC
tournament. As the season
winds down, the Beavers are looking ahead to the CAC tournament as their ticket to post-season play. In order to
make the NCAA's for a third consecutive season the Beavers will undoubtedly have to win the tournament. Tonight's game against Springfield at Stacks Gymnasium will be a good indicator of Babson's chances in the CAC tour-
ament because Springfield is probably the best team in the
league.

Domino's Sports
Trivia Question

Recently, Ray Bourque of the Boston Bruins became the all-time Boston points leader with 1,342 points. Can you name the all-time points leaders for the Boston Celtics and New England Patriots as well as the all-time hits leader for the Boston Red Sox?

Following a fourth goal against AIC, Babson hockey players rejoice and celebrate. Riding this wave of momentum, the ice hockey team would win the game 5-3.

Following a fourth goal against AIC, Babson hockey players rejoice and celebrate. Riding this wave of momentum, the ice hockey team would win the game 5-3.
Sports

Tuna and Apples Don’t Mix, At Least Not Until 1998

By Chris Keenan
Assistant Sports Editor

Well the Patrons did it, Super Bowl XXXIII, that seems to be the attitude surrounding the Patriots fans this time. It’s the first time the Patrons made the Superbowl and they actually kept it close and had a chance of winning it. But all the that the Pats fans could think of during the game was that this would probably be the last time that we would see the Tuna paroling the sidelines. This would be the last time that we would see Parcells berating Drew Bledsoe for an errant pass that was thrown to the wrong team.

Do you know what the amazing part of this whole situation is? It is that the only person who did not care about what was happening surrounding the team was Bill Parcells. Did Parcells care about whether or not the Pats won the Superbowl? I really do not think so. Drew Bledsoe would win in Tuna would have been called a hero and then left to a rousing round of applause from the Owner thing a 9-1 win in the Boston sports market. If they lost, which did happen, Tuna fans would just quietly sit on the Sharks and go to New York to coach the lowly Jets and become a hero in New York once again.

Unfortunately for the Tuna, Kraft had out-smarted him once again. Parcells wanted to have the option of leaving after this season, Kraft knew Parcells was just quit to Curtis Martin, and a later pass interference call on Packer cornerback Newname put the ball at the first yard line. Bledsoe then dumped a TD pass of Byars to pull the Pats closer, 10-7.

The Packers didn’t move the ball on the next drive, so they put it back to the Patriots. Bledsoe then converted a huge 44 yard pass to Terry Glenn, who ran the ball 16 yards for the score. Bledsoe 4-4, 110 yards, 1 TD, 1 interception. The AFC WAS LEADING IN A SUPERBOWL! Then, it all feel apart.

On the first play of the second quarter, Favre threw a perfect pass to Antonio Freeman, and Freeman streaked 81 yards down the sideline for the Packers the lead back, 17-14. On the next drive, a 13 yard punt return by Desmond Howard led to a Chris Jacke field goal to give the Packers a 20-14 lead. The Patriots on their next drive, turned the ball over on an interception by Mike Prior of Bledsoe. The Packers then added another TD on a 58 yard drive capped off by a Brett Favre two yard TD run which made it 27-14. Howard from 39 yards out, a 2 point conversion which made the score 35-21.

Then, Reggie White took over the game. As he scored victory, he got better and better. On every crucial play that the Patriots had, Reggie used the "hump" move to get around Pat- rick tackle Man Lane and put the defenders in a spin. In fact, he had three sacks on the Packers last touchdown, which put the game away to give him his first ever Super Bowl ring.

At the end of the game, the Packers won the Vince Lombardi trophy and for the first time since 1968 they are bringing it home with them.

By David Onorato
Sports Editor

Well, it all comes down to this - my 4th Super Bowl. In just a few short months I will be gradu- ating and moving on to a new life - a life that will not include writing down my opinions about the sports world. I will continue to be a lover of sports but I will not continue my fanatic ways.

I have concluded that it is just not worth it. Why would anyone want to put up with the boisterous Red Sox games a year? Why would anyone glue them- selves to their television sets for every single tournament game during March Madness? These are just a few extreme examples of what I have gone through in years. I became so involved with the Boston teams (Red Sox, Celtics, Patriots) to the point of where I felt like I was a part of them and they were definitely a part of me. I have reached a point in my life where I have to separate myself from my childhood and sports played an integral role during those years.

I used to emulate Dwight Evans and Jim Rice when I played with my childhood baseball pals. When we played baseball, I was always Stanley Morgan as a wide-out and put the defenders on their heels. I used to walk the ball of the court as Dennis Johnson and try to master the moves of the great Kevin Mchale underneath the hoop (although it was a bit hard as the shortest kid on the play- off team). I used to root for the Celtics lost. I used to hate the Lakers. I mean really, really hate the Lakers. Now, everything has changed. I do not have any ba- rores left out there. My last hero, Roger Clemens, deserted me for Toronto and left one with a young ball over a hundred draft pick versus the Green Bay Packers. I do not cry when the Celtics lost. I do not hate the Lakers. I will not watch over a hundred Red Sox games and will not watch every tournament game in March.

I have decided to spend more time with reality and less time in my former world of sports. Sports became an escape for me. I was able to forget about the problems that I faced when playing baseball or playing Red Sox, Celtics, and Patriots. When one of these teams was playing, nothing else mattered. I have realized that I cannot focus all of my energy on the pros- pect of these teams winning a championship. That is not nor- mal. What is normal is going to a few games as entertainment and passively following the teams to see how they are performing. Sure, when the teams are in a position to win a championship I will be a fervent viewer (as was the case with the Patriots). But why waste so much valuable time when I could be doing something else. You could say that I am disenchanted with the sporting world at this point in time. I am at a different point in my life where I am ready to move on. I no longer emulate Dwight Evans and Jim Rice when I play wiffle ball. I am not Stanley Morgan or Raymond Clayborn on the football field. I no longer take on the personas of Dennis Johnson or Kevin McHale on the basketball court. I am only my- self and it is time to move on.

On Deck

I Am Only Myself

By Preem Aethal
Staff Writer

The Green Bay Packers of the NFC, defeated the New England Patriots on January 26 in Super Bowl XXXIII. The Packers had not won a Super Bowl since Super Bowl II, back in the Vince Lombardi era.

Everyone expected Green Bay QB Brett Favre to falter in the opening quarter of this Super Bowl as he has traditionally done in every game. But when Favre threw an opening drive 54 yard touchdown pass to Andre Rison, it looked like the game would be another boring affair. When Drew Bledsoe threw an interception on the first drive, which led to a Chris Jacke field goal, it looked like the NFC was going to win again.

But the New England Patriots stormed back. Drew Bledsoe started a six play, 79 yard drive with a 32 yard pass to fall- back Karachi Byars. He then fol- lowed it up with a 20 yarder to Curtis Martin, and a later pass interference call on Packer cornerback Newname put the ball at the first yard line. Bledsoe then dumped a TD pass off to Byars to pull the Patriots closer, 10-7.

The Packers didn’t move the ball on the next drive, so they put it back to the Patriots. Bledsoe then converted a huge 44 yard pass to Terry Glenn, who ran the ball 16 yards for the score. Bledsoe 4-4, 110 yards, 1 TD, 1 interception. Then, it all fell apart.

On the first play of the second quarter, Favre threw a perfect pass to Antonio Freeman, and Freeman streaked 81 yards down the sideline for the Packers the lead back, 17-14. On the next drive, a 13 yard punt return by Desmond Howard led to a Chris Jacke field goal to give the Packers a 20-14 lead. The Patriots on their next drive, turned the ball over on an interception by Mike Prior of Bledsoe. The Packers then added another TD on a 58 yard drive capped off by a Brett Favre two yard TD run which made it 27-14. Howard from 39 yards out, a 2 point conversion which made the score 35-21.

Then, Reggie White took over the game. As he scored victory, he got better and better. On every crucial play that the Patriots had, Reggie used the "hump" move to get around Pat- rick tackle Man Lane and put the defenders in a spin. In fact, he had three sacks on the Packers last touchdown, which put the game away to give him his first ever Super Bowl ring.

At the end of the game, the Packers won the Vince Lombardi trophy and for the first time since 1968 they are bringing it home with them.