Babson Cracks Down on Illegal Parking

By Jessica Burtt
Contributing Writer

Along with a new curriculum, Babson students, faculty, and staff are starting the year with new parking and traffic regulations.

In a letter to the Babson community, President Bill Glinn and Ray McKeaney stated, "Babson students, faculty, and staff have asked that the Department of Public Safety and the President's Office ensure that parking tickets be issued in an equitable way." To do this, Public Safety purchased a new software system, Continental Tracking System, to allow for faster and easier record keeping. The new system allows the staff of approximately 15 to immediately recall the record of any of the 1,452 registered vehicles. Each record includes any violations, the officer who issued the violation, and location. This will help Public Safety identify trouble areas and repeat violators.

Once the system was in place, the traffic and parking regulations were updated to adjust to the changing logistics of the campus and the system. In the past, many students would rip up or ignore the tickets, find a way to have the traffic court revoke the ticket, or pay the ticket and continue to ignore the regulations. According to McKeaney, "There was no stopping this activity. We needed a hook." Some of McKeaney's "hooks" included unauthorized overnight parking, $15 parking on an access lane, $25 parking in a handicap space, $100, and improper display of a notice, $50. In addition, after three violations in the same year, the student will be suspended with a boot. To remove the boot, all outstanding tickets must be paid, plus $50 for a boot. A fifth ticket will result in towing and possible loss of parking privileges. These regulations will apply to all students, faculty, and staff, including the immobilization and towing. However, instead of losing their privileges after five violations, faculty and staff will be reported to their supervisors and Human Resources. Returning Sophomore Ryan Greenberg said, "I pay $28 grand a year. I find it ridiculous that they tow my car after five tickets." The system is also new. All appeals must be submitted in written format to Traffic Records Clerk, Jean Drapau within three weeks of the violation. A written response will then be made within ten days. Only the Traffic Review Board, which consists of McKeaney, a faculty member, administrator, and four students, can overturn the decision.

Other regulations include no parking in front of Coleman Hall, on the Knight Annex driveway or in front of Knight Auditorium, in front of Bryant Hall, on Forest Street in front of Publishers Hall, in front of the Horn Library complex, on any grassy areas, on the service drive around the Park Manors, on public streets adjacent to the campus, or in the campus visitor's area opposite the Trim lot, or any area designated as a fire lane, in front of Hollister on Map Hill Drive, on the service roads or at loading areas, and on the computer center.

Dorm Competition Brings Free T-Shirts

It's here again! The third annual September Stomp is today, September 30th at 6:00pm in Pepco Co. Pavilion. September Stomp is a campus wide dorm competition brought to you by the Campus Life Office. The participation in this program has grown steadily over the last two years. This year an even larger turnout is expected. The only way the success of September Stomp can be guaranteed is through everyone's support. So see you all at Pepco Pavilion at 6:00pm. Remember that free t-shirts will be distributed to those who participate (while supplies last). Students Soon to Get $7.9 Million "Living Room" Center has been projected to cost $7.9 million and will have approximately 18,000 square feet of space. It will house the campus radio, a food court, meeting rooms, three store front areas for student-run businesses, a game room, student mailboxes, and a global communications room.

David Carson, the Director of Planning, said the campus center will serve as every student's "living room" by providing a "dynamic" meeting and entertainment area. The second building being constructed will be named the Richard W. Reynolds Campus Center, which has been designed to serve as the new hub of all student related activities. The building should take a great deal of traffic away from the Hollister building and re-focus it in a larger, more friendly atmosphere for students. The Reynolds Campus Center will be in close proximity to the campus library, and hence many on campus have dubbed the trio of structures the "Campus Quad." The Campus Center will be near the Hollister and the Pavilion will be attached to the Center and will sprawl out to the West Campus. The Chapel will be further from Campus Drive, tucked neatly into a secluded tree enclosed hill. Student reaction to the building has been quite positive. John Reale, in an interview previously conducted, stated, "It will give the students more resources for student events and will give them more school spirit." Other students agreed, saying the new buildings will provide a comfortable setting for everyone. Construction began on all three buildings during the Spring 1996 semester. If everything remains on schedule, all three buildings should be open by October 1997.

Babson's Twenty "First Class"

By Ross Sanger
Production Manager

Following another record number of applicants, Babson College will welcome 437 new undergraduate students to its community. These students were selected from a pool of nearly 2400 to attend and continue their educational pursuits at the top ranked Business Specialty School in the US. The 379 member Class of 2000 is diverse and talented and will make a welcome addition to Babson.

Along with the arrivals are class presidents, The Kwon Do black belts, and even a national magazine columnist. Many members of the class were involved in community -continued on page 2
First Class of the Twenty-First Century

-continued from page 1

activities such as Students Against Drunk Driving (SADD), Alliance Against Racism, teen counseling and the auxiliary fire department. Also, some students are coming to Babson already owning their own businesses, a definite plus for the Freshman Management Experience (FME).

Beyond unusual interests such as Lithuanian Folk Dancing, which one new student possesses, the new community members also have unique cultural backgrounds. Eighteen percent live outside the US and have made the trip here from countries such as Thailand, Germany, Australia, England and Switzerland. Their presence will balance the 64% of students who hail from Massachusetts and the additional 26% who live in other New England States. The mix of domestic and international students is a characteristic of Babson that makes it special. The 28 different languages and various cultures add to the college experience.

Other students have transferred from various universities or colleges. Boston College, Boston University, University of Michigan, Vanderbilt, and Vassar are amongst the 46 institutions that new Babson students have attended. Each of these students can bring fresh new perspectives to the school and the people they meet. These transfers were involved in their previous schools in many ways. One was class president, another a fraternity president, and several were part of student government and business clubs. The enthusiasm these students demonstrated at these other schools can be carried over to Babson where involvement is encouraged.

Babson has many clubs and organizations through which students can continue to follow their passions. The 30 students who were presidents or vice presidents of volunteer organizations can maintain their efforts through GIVE (Get Into the Volunteer Experience) and the 150 yearbook and newspaper participants can join the Babson equivalents named The Babsonian and The Free Press. Even if Babson does not have a proper medium, students can create their own. If half of the members of Students Against Drunk Driving (SADD), who recently enrolled, wanted to form their own chapter, they could. The only limitations to activities at Babson are the ones the students place on themselves.

The past successes of Babson students build the foundation of future successes, so there is a lot to look forward to. Good luck and welcome to all.

Reengineering to Make Your 4 Years Even Better

By Madge Lewis
Director of Reengineering

As some of you know already, Babson has been working to streamline and improve its administrative services for students over the past year. This is an effort to be responsive to your needs and to allow you to focus more time and energy on your academic career. This year, as we continue to implement changes in the way business is conducted, you may notice some "bumps" along the way. I also hope you will be patient with us and look forward as we do, to the many innovative changes that will be coming your way.

First, let me highlight the changes and innovations that have already been made.

• The Babson 1 Card is used not only as an ID card, but also as a debit and long distance calling card. It also allows student photos to be distributed electronically to faculty.

• Grades By Phone - students can call to find out their term grades which gives them this important information much earlier than before.

• Schedule By Phone - students can call to find out their course schedules, which allows them to confirm their registration without waiting for a mailing.

• Automatic Loan Initiation - SFS initiated loan applications for all eligible students. This removed a costly (in both time and money) step in the process.

• Student Opinion Survey Results - students are now able to view online the results of student opinion surveys for prior semesters.

• Many desktop computers on campus have been upgraded by ITSD (this process continues) producing faster response time. In addition, ITSD is in the process of distributing Windows95 (or in some cases NT) throughout the campus.

Several new teams have been launched to provide more integrated services to students:

• Admission Services, in place since last fall, provides integrated services to both admission managers and students as well as direct service regarding inquiries and applications to prospective students.

• Campus Life combines the services once provided by both Housing and Residential Life as well as Student Activities.

• Center for Career Development and Field-Based Programs has incorporated those services once provided by the Office of Career Services, MCC/ Mentor, and the part of the Office of International Programs which managed the IEIP program.

• Office of Class Deans for undergraduates combines the services once provided by both the Dean of Students Office and Undergraduate Studies.

• Office of the Registrar has been consolidated from two distinct offices into one.

• Student Financial Services (SFS) combined the services once provided by both Accounts Receivable and Financial Aid. The group now handles student accounts, financial aid, financing options and student employment.

• Undergraduate Program Management provides oversight of the academic program and student services associated with the academic program.

What's Coming Up...

• Student self-registration (via both on-line and telephone systems) and academic planning will be delivered to students next Spring, and we are very excited about the new on-line services that will be rolled out beginning in September. Here is a partial list:

- Electronic Student Handbooks available via the World Wide Web - this September, while the traditional hard copy handbooks will still be published, a much more powerful version will be made available to students electronically. This innovative publication will contain various electronic "formats" which will allow students to conduct business by logging in from any location, 24 hours a day.

- Change of Address - this September, students will be able to update their address and telephone information by accessing this electronic form contained in the electronic handbook.

- Transcript Request - this September, students will be able to request a transcript simply by accessing this electronic form contained in the electronic handbook.

- View Bill and Financial Aid Status - in October, students will be able to view their student account and check the status of their financial aid application and award by accessing this electronic form contained in the electronic handbook.

- Undergraduate Program Management will provide a variety of information and tools to guide students in their academic careers. Students will be able to view their term and cumulative grades online.

- On-line Grading - later this fall, we plan to pilot a new electronic grade submission process for faculty.

This technology was demonstrated to a small group of faculty over the summer and received very positive feedback. The system will be fully in place for the December grading cycle.

• Independent Research - this September, students will be able to use a computer to conduct independent research simply by accessing this electronic form contained in the electronic handbook. The proposal is then sent electronically to the appropriate faculty and division chair for the necessary approval, then on to the registrar.

• Remote Access - one of our primary goals is to enable students anywhere in the world to conduct College business anytime, anywhere. To that end, ITSD is working to improve remote access to G lobenet (via direct dial-in as well as through the Internet) and to make more of these new services available on the World Wide Web.

There is much more, but you should refer to the list above for details.

NOW HIRING: 461-8688

IF YOU NEED TO EAT FAST, EAT SMART.

It's about taste. It's about health. It's about five bucks.

OPENCING SOON!

GOOD, HEALTHY, FAST.

555 Washington Street, right in the center of Wellesley across from the White Mountain Creamery.

Undergraduate Program Management Team

A Lab Proctor for the Managerial Accounting Labs, Tuesdays and Thursdays 7-4:30; $11.00

Mist Processor Skills Drill Sessions in the Lab using Quicken Experience with Quicken generally, but not necessarily. Apply to Sandy x2223 immediately. $7.00 per hour.
A Tribute to Babson’s Best

As you already know, Babson is undergoing some amazing changes. Over the past summer months, the graduate building opened for operation, Lyon Hall has been renovated and renamed L开花 Hall, Public Safety has bought some new toys to track parking tickets, and the foundation for the Campus Quadrangle has been laid down. All of these changes are supposed to create a better atmosphere for the students. However, as Babson has gained many prizes over the summer, it has lost some as well.

I am not a bean counter in any way, therefore it should not surprise you when I tell you that I dreaded the thought of taking Financial Accounting. Sophomore year when I received my schedule and saw that I had Financial Accounting, suddenly began to panic. I thought to myself that I could never learn this stuff, let alone be interested in it. Then came the first day of class.

I walked down the hall to enter class. I was then in the hall, sitting alone in the middle of the hall. He wore a neatly pressed blue pin striped suit with a perfectly ironed white shirt and a matching tie. We all know the stereotype of bean counters wearing the traditional pin striped suit. The outfit itself made me sure that this guy was a staff. This made my day.

The man then neatly placed about twenty sheets of paper perfectly laid out across the three tables in the front of the room. Without looking up at the class, he turned around and wrote his name on the board in block letters “Professor Robert Ballenger.” After writing his name he turned around, faced the class, and said “Hello I am Professor Ballenger, and this is Financial Accounting.” Of course, everyone in the class knew it was over. This man was just another stiff teaching accounting.

Here’s where I was wrong. Professor Ballenger began a discussion of what we, the class, thought accounting was. The discussion was not led by one or two students who though they knew everything. In fact, Ballenger did not call on those who raised their hands. He probed on those who stood quite.

Cold Calling is something everyone hates. For some reason, I did not mind it this time. The intimidation was there, but it was different. When called upon, Ballenger would not simply ask you a question, he would guide you through a thought process.

Ballenger’s patented cold calling actually made people prepare for class. His organization skills made most people sick but his classes ran so smoothly and so succinctly that time passed faster than in any other class that I have taken. Everyone, and I mean everyone that took accounting with Ballenger learned.

However, Ballenger went beyond teaching. Ballenger became a friend. Over the course of the semester, he would frequently ask me how things were going over at the Free Press. All to often you would see him seated close to the front of the Dance Ensemble performance and the production of the Babson Players. His attendance had little to do with the fact that he liked the arts. His attendance was due in part to his students were performing.

Bob Ballenger is no longer teaching at Babson College. Over the summer he came across a great opportunity. Today, he is the Vice President of Training for a company in Charlotte, North Carolina. His dream of going back into the industry and doing what he loves best, teaching, came true.

As you can see you have enjoyed your first few days here. As for the returning students, one more year completed, it doesn’t seem possible.

I can’t stress the importance of getting involved here, even if this isn’t your first year. What better way to decide which organizations and clubs you would like to join than by attending the Student Organization Carnival this Friday, September 6th? All types of organizations will be there recruiting and informing students, so look around and see what interests you.

Student Government Association is now preparing to put together the House of Representatives for the ‘96-’97 school year. We will be at the carnival to answer any questions you may have about the elections that are held next week in your residence hall. SGA plans on having our weekly meetings on Tuesday nights at 6:30. Please keep that in mind as you decide to run. We have an energetic and enthusiastic Executive Board this year, so it should prove to be a fun and productive year.

Good Luck with your classes and in all you do.

Sincerely,
Kevin Nolan
SGA President

Lawrence P. Gatti
Editor-in-Chief

Letter to the Community

Welcome aboard and welcome back! I hope you all had a great summer and are ready for an exciting year. To the first year students, I wish you the best of luck in your new community and hope you have enjoyed your first few days here. As for the returning students, one more year completed, it doesn’t seem possible.

I can’t stress the importance of getting involved here, even if this isn’t your first year. What better way to decide which organizations and clubs you would like to join than by attending the Student Organization Carnival this Friday, September 6th? All types of organizations will be there recruiting and informing students, so look around and see what interests you.

Student Government Association is now preparing to put together the House of Representatives for the ‘96-’97 school year. We will be at the carnival to answer any questions you may have about the elections that are held next week in your residence hall. SGA plans on having our weekly meetings on Tuesday nights at 6:30. Please keep that in mind as you decide to run. We have an energetic and enthusiastic Executive Board this year, so it should prove to be a fun and productive year.

Good Luck with your classes and in all you do.

Sincerely,
Kevin Nolan
SGA President

Visit our New Web Site!
www.babsonfreepress.com

Coming Soon....

The Babson Journal (A new Babson Free Press monthly magazine)
Actions & Reactions (Production By The Free Press)

Check your mailbox for your copy....

Executive Officers
Lawrence P. Gatti, Editor-in-Chief
Adam E. Berk, Operations Manager
Gardner F. Boulman III, Managing Editor
Daniel E. Root, Business Manager

Section Editors
Kevin Black, News Editor
Shiv Singh, Op/Ed Editor
Karen Valdepeñas, Features Editor
Daniel J. Keefe, Business Editor
Exegi Mikel, International Business Editor
Natalie Vlahovic, Arts & Entertainment Editor
Adrian McCoy, Multi-CulturalEditor
David Onorio, Sports Editor
Christopher Keenan, Arts & Sports Editor

Production
Ross Sanger, Production Manager
Kelly Gryncel, Photography Editor
Todd Miller, Photographer
Natalie Vlahovic, Staff Illustrator
Dennis Valinca, Webmaster
Open Position, Art/ Webmaster
Open Position, Art/ Production Manager

Business
Theodore Baskas, Sales Manager
Scott Noll, National Account Manager
Robert Goodman, Account Executive
Todd Wazen, Account Executive
Open Position, Account Executive
Open Position, Copy Editor

The Dean of Detergents
Skip Connolly, Columnist
Copy Editors
Jette S. Gebhart, Senior Copy Editor
Kelly Gryncel, Copy Editor
Natalie Vlahovic, Copy Editor
Open Position, Copy Editor
Open Position, Copy Editor

Staff Writers
Leticia Stallworth, Alberta Desmouyres, Steve Gioco, Mike Tinkham, Michelle McLaughlin, David Chiu, Jamie Donadio,
Enno Gunpal, Tim Dyer, Rasty Moyer, Simon Lloyd.

Letter Policy
Anonymous letters to the editor 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. The deadline for all letters to the editor is Monday 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 Center. 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 617-339-4229.

Subscription Information
Yearly subscriptions are available for $35
Send check or money order accompanied by your name and mailing address to
Box 140, Babson College, Babson Park, MA 02157
Letter to the Community

In a continuing effort to provide quality service to the Babson community, the Department of Public Safety has undergone a major change during the summer months. A new computerized system has been installed which is designed for more efficient parking management. This will aid us in our commitment to protect the rights of all members of the campus community by equitably enforcing established parking regulations, which are currently being formulated.

You will be advised of the new regulations prior to their effective date and will be receiving the Traffic and Parking Regulations Handbook by mail, early in September. In keeping with this philosophy, all those who operate a motor vehicle on campus will be required to abide by these regulations. Any vehicle parked in violation will be ticketed and may be subject to immobilization or tow at the owner’s expense. Furthermore, all violators will be held accountable for any violations which are incurred and will be billed.

We remain confident that the entire community will support us in our continued efforts to ensure the safety of all of our community members by driving and parking in a responsible manner while on campus.

Sincerely,
Raymond C. McKearney
Director, Department of Public Safety

Jean M. Drapac
Traffic Records Clerk
Opinion's page pitching and what it's all about!

By Shiv Singh
Op/Ed Editor

Welcome to Balboa! And welcome to the opinions page. This is your page. Primarily, absolutely and quintessentially for you.

Opinion pages are not a new phenomenon, nor are they a strident topic like the internet. But they do have their integral place in our world, in our Balboa community and in our paper. It is mildly ironic that one should have an opinions page in a newspaper. Think about it, isn't a newspaper for news?

Let me tell you story, a story of how opinion pages came to exist. A very, very long time ago there was a newspaper publisher in a small town in the middle of nowhere. Happily there was never any news in his town. Now as a newspaper publisher that was indeed a momentous problem. If there is no news, what do you do? Step publishing till some news pops up? Kill someone to make some news? Pull the paper up with cartoons? Who knows?

He decided that he'd create a section in which he and for that matter anyone else, could be able to write about exactly what they thought about their work, their lives, anything. Guess what he called the page? An opinions page. And viola, the concept of opinion pages was born.

An opinions page is your page. This page is about news, its about doing Freudian therapy with the news and information. The role of newspapers is changing today. Changing very quickly. Information is at our fingertips. No more is it important who has the information. Everyone has information and everyone has access to more information. Something else matters much more.

What do you do with the information? Let's look at it metaphorically. The information is the clay. You fit it everywhere. You are the artist. It is up to you to mold the clay into something beautiful, constructive and meaningful. You have the choice, you have the options, you have the creativity. And friends, this opinions page can be the gallery for your masterpieces.

An opinions page is about ideas. It is about the interaction of thoughts in the forms of points of view, feelings, frustrations, prejudices, hunches and whatever other form it may take. And its purpose?

To create ideas, concepts, solutions, brainwaves and yes maybe million dollar plans and strategies! That is what this opinions page is about. So write your creativity, your individualism and pick up a pen and write (double click on Microsoft word if you prefer). The world of discussions, opinions, points of view and issues concerning us all awaits your inputs.

Sweat talk huh? What about the real stuff? What does it take to write for this page?

What does that editor who keeps talking about communication and ideas and information really want? In other words why do we get the concept but what about the practice? Get ready here comes part two, the realities of opinion pages!

As the section editor for the opinions page I am looking for column writers. Writers who write because they like writing, experienced writers who have something important to say and know how to get it across to the reader. A columnist is a person who is willing to write consistently and qualitatively for the paper every week, someone who is worthy and someone who is dedicated.

Wow, doesn't that sound beautiful and hear about opinion huh? The point is that the opinions page is about writing consistently, establishing your presence and maintaining it. Why all this? So that you become a character in the paper. The column writer takes on a role, he or she is defined by what he or she writes, the articles mold a character, a character from the experience of reading different articles by the same person.

Ask a person who reads a particular newspaper a lot why he likes that paper. A probable answer would have something to do with the style and character of that paper. Now the character doesn't come from the news section, that is virtually common to all papers; it comes from places like the opinions page. That is why columnists are so important. Every major newspaper and magazine in the country has column writers. When I pick up Time or Newsweek I first go to the editorials and column pages, I want to know what those guys have to do with the last bombings or the last peace accord. So column writers are important, they help mold the image/character of the paper and

Letter to the Community

Welcome back to school. There have been a lot of physical changes on campus. The construction of the Reynolds Campus Center, Sorenson Performing Arts Pavilion, and the Glavin Family Interface Chapel has started. The Olin Graduate Hall opened in July and Luski Hall was gutted and renovated this summer. With the addition of the buildings and landscaped grounds, more demands are being made on the Physical Plant Department.

The Physical Plant Department is responsible for the cleaning, maintenance and grounds of the campus. Our objective is to provide the campus community with the best facilities possible. A clean, safe, and well-maintained environment has proven to enhance the learning environment and that is our goal. The design and ages of the buildings on campus provide the department with a different challenge to upkeep the buildings and grounds.

All students and staff are able to communicate with the Physical Plant Department via the phone, fax, Globenet and on-campus mail. We try to be as responsive as possible to all requests, but there are times (usually a very cold day) where it is perceived by the person(s) with the problem that we are not responsive at all. You are not ignored, but all requests are prioritized and we never leave until all major issues are addressed. Any problem should be reported to Physical Plant because we are serious about our responsibilities. Please don't just assume someone else will notify our office, the sooner we know of a problem, the sooner we can address it.

The Physical Plant Department is managed by Marrion Education Services. The management works as part of a team with the community and the employees.

All of us at Physical Plant welcome everyone back to campus and we look forward to the upcoming school year.

Sincerely,
David Peduto
Director
Physical Plant Department

BMV & Mercedes-Benz MOTORSPORTS CENTER

One of the largest inventories of new and used European luxury and sports cars in New England, including BMW M3 and M5 models. Used cars priced from only $15,900 often in stock.

Recipient of BMW's coveted "Presidents Club Award" for providing the best service in New England.

Our own ultramodern, in-house body shop for expert collision repair, painting, or customization to your personal specifications.

One of the nation's largest inventories of Genuine Mercedes-Benz, BMW, Rolls-Royce and Porsche parts.

Employee-owned business, operated by people who know and care about high performance automobiles.

[Image of BMW logo and text]

Please visit our Land Rover Centre, Land Rover MetroWest on Route 9 in Natick, for the very best in new and used 4-Wheel Drive vehicles.

Foreign Motors West
253 North Main Street, Natick, MA
(617) 235-9096 (Boston line) (508) 655-5350
Only 20 minutes west of Boston on the Wellesley/Natick line
Behind the Brew: A Bad Attitude

By Daniel J. Keefe  
Business Editor

Welcome back everyone and to the first installment of Behind the Brew. The summer is over and it is time to stop drinking Bud by the case. It is time again to turn your tap-suds back on and fall back into the role of the fine beverage connoisseur. I was at Richard’s Liquor Store in Quincy for a few weeks ago for something new. I’m walking up and down the isles, glancing at the rows of beer, nothing unusual. They have every shape and size and color of beer these days, you need a scorecard to keep up with the flow of new products. I stop, “What is this?” I ask aloud, but no one answers. I see a very unusual beer bottle sitting before me, beckoning my taste-buds. It has a frog on the label and...it is giving me the middle finger. The label reads, “Bad Frog Beer, He just don’t care.” Of course I buy it, I’m not quite sure what to make of it. As it turned out, I should have kept going down the aisle. Unfortunately, Bad Frog is all marketing. The strength of its taste doesn’t match its ability to grab attention. It tasted like Miller Light and not in a good way. Bad Frog does not even qualify for a “fair” rating.

The only good quality is in their marketing that seems to target first-time buyers to suggest that if people like the bottle because it looks cool, buy it, but pour小心is down the drain.

My luck improved with my second choice. Brewery Hill came out with a Cherry Wheat this past summer and it is excellent. I dare say that it outsells Samuel Adams’ Cherry Wheat to shame. It has a pleasant, sweet ale flavor (sweet as beers go), and is quite refreshing.

The brewer ferments the mash with cherry juice to give it the unusual flavor. In a medium-sized body, one could drink a couple of these without the feeling of being full or bloated. The bottle itself does not look much, but the taste is phenomenal. We do not need marketing scams, just good beer. If you get the chance, try it.

That is all for this issue.

If you have any requests for particular beers that you would like us to review, let us know. Send all inquiries to: Behind the Brew, c/o Babson Free Press, Box 140. Next week: Behind the Brew checks out the new beers at Pete’s Wicked Brewery. There have been many changes in this brewery this past summer. Be here next week and you shall see them all.

Sigma Kappa Update

By Tonia DeGregory  
Contributing Writer

Sangita Kaba, Michelle McLaughlin, and Tonia DeGregory, members of Sigma Kappa Sorority, attended the 77th Biennial Convention of Sigma Kappa in Washington D.C. from June 21-30, 1996. Approximately 650 members from throughout the United States convened at the JW Marriott Hotel, representing the sorority’s 112 collegiate chapters and 150 alumnae chapters.

The convention reinforced Sigma Kappa’s mission of leadership development, service to others, friendship and academic achievement. At the convention, Sangita, Michelle and Tonia accepted the prestigious Dryfus Award for most improved chapter as well as two other awards on behalf of the Zeta Zeta chapter of Sigma Kappa here at Babson College.

Nick’s Pizza House

263 Washington Street • Wellesley Hills
Located on Route 16 at Route 9 • Across from Bread Circus
Call 235-9494 for Delivery

Open 11am-Midnight

Buy 5 Pizzas & Get 1 Free

Pizza: $4.30 to $12.25
Toppings: Cheese, onion, pepper, mushroom, sausage, salami, pepperoni, anchovies, ham, bacon, sliced tomatoes, linguiça, pepperoni, sausage, olives, spinach, broccoli, pineapple, combos

Subs & Grinders: $3.90 to $5.50
Italian, salami, ham, tuna, chicken salad, meatball, sausage, roast beef, turkey, pastrami, eggplant, veal cutlet, chicken finger, chicken cutlet, chicken, beef, hot, pepperoni, cheese burger, steak, chicken and cheese, special, egg, mushroom, egg, pepper & egg, combos

Salads: Calzone, Mozarella Sticks

Drinks: Coke, Sprite, Root Beer, Orange, Grape, Dr Pepper, Ginger Ale, Diet (Coke, Sprite, Ginger Ale, Dr. Pepper) Fruitopia, Minute Maid, Ice Tea, OR, Lemonade, Quick, Spring Water, Milk
Features

Local Dining Options: Let’s Eat Out

Compiled By
The Free Press Staff

Vinnys Testas
If you have an appetite of a lion then this is the place to go. Traditional Italian cuisine highlighted by exaggerated portions are cheap prices what Vinnys is known for. Go to Vinnys for dinner and have leftovers for the entire week! If you like seafood, try the solo portion of Musseis Fra Diavolo, you won’t be disappointed. And if you dare to try the large portion, for less than $20, you can feed a group of four with plenty to take home. Vinnys is located on the westbound side of route 9 in Natick, just ten minutes from campus. Attire is casual.

Dragon Chef
For those of you who like Chinese food, this is the greasy spoon of the orient. Open ‘til 1am everyday with a large variety and above average portions. For extra value, order the dinner specials- choice of rice, appetizer, and entree for under $6.00. Located in Needham near to McDonalds and Roche Bros. If you are skeptical about the food quality, watch the waitress prepare your order through the open glass kitchen. Call 449-4840.

Domino's Pizza
Your classic pizza delivery. Owned by "Ray" this branch of Dominos has been serving the Babson front for years. Just ask for Ray and he'll recommend what is hot and ready to go. Past delivery and great cheezy bread make this joint a definite for late night snacks. Open ‘til 1am. Thin crust pizza is always a light treat during exams or late night studying. Call for delivery: 235-0020. See our sports trivia in the Sports Section every week for free gift certificates!

Nick's Pizza House
The best steak & cheese subs in town! If you are a chicken lover, try the chicken finger sub with cheese and sauce. Better than your average chicken parm sub. A large variety of subs, calzones, pizza, salad, and drinks make Nick's the place to go when Trim just won't cut it. Call Paul or Strati at 235-9494. Located in Wellesley across from Bored & Circus on route 16 at route 9. Call for deliveries of stop by and eat in.

Tian Fu Chinese
Traditional Chinese food at reasonable prices with the absolute best service in New England. Located in Wellesley next to Star Market. Stop by and say hello to the owner, John Chen who will truly introduce you to hospitality at its finest. The Crispy Toasted Chicken, not always on the menu, will quickly place your taste buds in heaven. Don’t forget to order the Crab Rangoon! Call for delivery at 235-1111.

Amarin
Ever taste Chinese food mixed with a touch of Indian curry? If not, you have to try Amurin Thai Restaurant, located in downtown Wellesley. The Beef Satay and the Siin Roll are a definite prelude to a delicious meal. Seafood lovers should try the Seafood Madness. However, beware it may burn your taste buds off. Ask for a milder version and experience the taste of Siin. Multiple visits are of ten needed to get a true taste and feel of what Thai food is. Pad Thai is great for those who want to take it light.

Mangos
The best eats for your early birds. Open daily at 5am, get a homemade breakfast at dirt cheap prices after that all night prep for a speech or presentation.

A true favorite for Babsonites. Eggs, pancakes, juice, cereal and more. Stop by this quaint establishment located next to Blockbuster in Wellesley.

The Pillar House
Stay away! Your wallet, along with your stomach, will be empty after a single visit. If you dare, bring at least $70 for a party of two! The elegant servers who scrape your table with a strange doo-hickey after every bite, don’t compensate for the so-so food. Located at the junction of Route 16 and Route 128.

Joe's Pizza
The best traditional New York Pizza in town. In fact, the only traditional pizza in town. Great eats, and ladies be sure to say hi to Claudio. Subs are okay, but the capuccino and pizza are the true specialties of this late night hangout. Located in the center of Wellesley, across from Hair Cuts Ltd.

White Mountain Creamery
Homemade ice cream at its best. Ben & Jerry's look out! This little ice cream shop will satisfy any sweet tooth. Daily flavor specials like homemade banana, cookie dough, pina colada, chocolate mousse, Vermont Maple, Peppermint, Pumpkin, and more. Check them out. Next door to Joe's in Wellesley.

Jae's Cafe
A must try! Korean, Thai, India, French, Mediterranea, Japanese all in one place. Fresh sushi with a twist. Try Jae's roll for fluffy vegetatarians delight. Make sure to ask the waiter to help you with your choice. The selection is extensive and all dishes are relatively well priced. Portions are more than enough to provide take-home leftovers. Located in the Atrium Mall in Newton on Route 9 East.

Cheesecake Factory
This place pur California Pizza Kitchen to shame. Any place that has a spiral bound menu with over 15 pages must be able satisfy your hunger. Cheesecake is not their only specialty. A unique concept and atmosphere. A perfect place to bring a date, but expect to wait in lines. For convenience, plan to do some shopping before dinner. Simply put your name on the waiting list, take a beeper and take a stroll through J.Crew or Structure. Located in the Atrium Mall on Route 9 East.

Free Press Guide to Pizza and Sub Delivery

<table>
<thead>
<tr>
<th></th>
<th>Large Pizza</th>
<th>Medium Pizza</th>
<th>Small Pizza</th>
<th>Steak and Cheese Sub</th>
<th>Chicken Parmesan Sub</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domino's Pizza</td>
<td>$9.95 (14&quot;)</td>
<td>$6.95 (12&quot;)</td>
<td>$4.95 (10&quot;)</td>
<td>$5.75</td>
<td></td>
</tr>
<tr>
<td>(617)235-0020</td>
<td>11:00am-10:00pm</td>
<td>Monday-Saturday</td>
<td>11:00am-2:00pm</td>
<td>Sunday</td>
<td></td>
</tr>
<tr>
<td>Nick's Pizza</td>
<td>$8.10 (14&quot;)</td>
<td>-</td>
<td>$4.30 (10&quot;)</td>
<td>$4.75</td>
<td>$4.75</td>
</tr>
<tr>
<td>(617)235-9494</td>
<td>11:00am-11:00pm</td>
<td>All Week</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deluxe Pizza</td>
<td>$6.80 (15&quot;)</td>
<td>-</td>
<td>$3.65 (10&quot;)</td>
<td>$4.20</td>
<td>$2.20</td>
</tr>
<tr>
<td>(617)235-6811</td>
<td>5:00pm-11:00pm</td>
<td>All Week</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peter's Pizza</td>
<td>$9.00 (14&quot;)</td>
<td>-</td>
<td>$4.75 (10&quot;)</td>
<td>$4.50</td>
<td>$4.50</td>
</tr>
<tr>
<td>(617)235-0031</td>
<td>11:00am-10:45pm</td>
<td>All Week</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mark's Sandwich Shop</td>
<td>$7.85 (14&quot;)</td>
<td>$4.35 (10&quot;)</td>
<td>$4.80</td>
<td>$4.80</td>
<td></td>
</tr>
<tr>
<td>(617)237-3550</td>
<td>Take Out Only</td>
<td>11:00am-11:00pm</td>
<td>All Week</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bertuccio's</td>
<td>$9.25 (18&quot;)</td>
<td>$6.25 (12&quot;)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(617)237-3550</td>
<td>11:00am-11:00pm</td>
<td>Monday-Saturday</td>
<td>12:00-5:00pm</td>
<td>Sunday</td>
<td></td>
</tr>
</tbody>
</table>

Campus LifeLine

For Immediate Release to the Babson Community

From: Office of Campus Life Date: August 25, 1996
Location: Hollisite Hall 1st Floor Phone: 239-4438

The Latest Word on the Street...

Hall Pride- Campus Wide is Taking the Babson Campus by Storm. The first sighting of this new philosophy was reported back in June. Since its introduction, "Hall Pride - Campus Wide" has turned the newly formed Office of Campus Life into a frenzy of school spirit. And now we are taking this philosophy on the road - spreading the word and wearing the slogan on brightly colored T-shirts. Campus Life Staff members have been planning and preparing for kick-off campus wide events. From the Student Organizations Carnival to September Stomp, the Campus Life team will prove that the power of two forces is more effective than only one.

You can prepare yourself as well by taking full advantage of all opportunities to join in on "Hall Pride - Campus Wide" festivities.

Office of Campus Life Staff: Tim Mann, Interim Director Denise Edwards, Associate Director Kristen Sanio, Associate Director Denise Driencoll, Administrative Assistant Nikki Bombardier, Program Advisor Luis Lowell, Program Advisor Julie Lima, Area Coordinator Scott Parent, Area Coordinator
Bread & Circus:
New England’s
Natural Choice

We are a full-service supermarket featuring...

*Organic Fruits & Vegetables
BEST PRODUCE 1995
Voted #1 in Wellesley by the Tab

*Natural Meats & Fresh Seafood
Our meat and poultry are naturally raised and
free of hormones and growth additives.

*Prepared Foods & Bakery
Our Kitchens prepare a wide variety of tantalizing
lunches, dinners & desserts for your enjoyment.

*Specialty Cheeses from around the World

*Natural Health, Body Care & Sports Fitness
Our Nutrition Department has a vast selection of
Supplements, Homeopathic Remedies
& Sports Nutrition Products.

Bread & Circus
WHOLE FOODS MARKET
Wellesley
278 Washington Street, Wellesley, MA 617-235-7262

• New Wellesley Hours:
  Monday - Sunday 8am to 9pm

Get Psyched!
Choose Our Graduation Speaker
Forms due in box 1170 by
Monday, September 16th

Senior Series Kick-Off
Keg Party
September 12th,
4:30 P.M.
In front of Pietz

Info. on Recruiting
and Winning a BMW!

Regrettably,
all sections
are full this
semester for

Remedial
Nuclear
Thermodynamics
Coopers & Lybrand L.L.P.: Coming to Campus with a New Approach to Recruiting

News Release
Coopers & Lybrand L.L.P.

Throw away those books you bought explaining how to interview effectively. Coopers & Lybrand L.L.P., one of the world's leading professional services firms, has introduced a new approach to college recruiting. The firm's Director of National Recruiting Brent Inman explains, "Research shows that candidates who combine certain competencies, with a comfort level with the demands of our business and our culture, will more likely be happy, succeed and grow professionally with us."

The firm calls the process Strategic Selection Advantage (SSA) and it's different from anything being done by other companies. For one thing, the firm does not judge a candidate on a traditional resume like a lot of other companies do. Instead, candidates fill out a comprehensive application form and then go through a three-step assessment process: Competency-based interviewing, organization fit and role fit.

What's in It For the Candidates?

The firm stresses the "win-win" aspect of SSA. "It enables students to make an informed decision about Coopers & Lybrand after participating in this process that's just as important to their future success as ours," explains Inman. Students around the country have already gone through the SSA process. Here's what a few of them said:

"I was able to present a part of myself that I don't think I would have been able to present in another interview. It allowed me to talk about experiences in my past which portrayed my character and made me more marketable to Coopers & Lybrand."

"I definitely think the situational interview allows for interaction on both ends. Not only do they find out things about me that I think are important and valuable, but...the questions they ask allow you to see what qualities they're looking for," said another.

A third recruit added, "As a professional and as a student just having gone through interviews, it's very important to me that a firm is interested in who I am and what I am capable of accomplishing."

A Three Step Process

The first component of SSA is Competency-Based Learning and Assessment. Through a series of structured questions, recruiters go beyond the face of the resume. "You will be asked to describe how you have handled certain situations — at work, in classroom settings, through memberships in campus and outside organizations — situations that may be similar to everyday life at Coopers & Lybrand," explains James E. Matte, a Coopers & Lybrand partner, based in Massachusetts, who actively participates in the firm's college recruiting programs. "Because you'll be asked open-ended questions, there are no right or wrong answers," Matte adds.

The Organization Fit component comes next. Corporate cultures vary from organization to organization, and not everyone thrives in the same type of environment. "This component compares the ideal organization for which you would like to work against the characteristics that realistically define Coopers & Lybrand's organizational culture," Matte explains.

Finally, Coopers & Lybrand examines Role Fit. Candidates are evaluated not only on how well they fit into the organization, but also on how well they fit into specific work roles. All students have varying comfort levels with different work situations based on their development, strengths and talents. As a result, some individuals are more likely to succeed in certain roles than others. "The role fit examines your performance in past situations that may be similar to experiences you will have at Coopers & Lybrand," Matte says.

Competency Modeling Background

At the request of the United States Foreign Service, research conducted by Harvard psychologist David McClelland in the early 1970s led to the development of competency modeling. The Foreign Service asked McClelland to identify research methods that could predict job performance, and were less biased by race, sex or socioeconomic factors. Traditional academic aptitude and knowledge content tests had proven inadequate. As a result, the competency modeling approach was developed to serve as a substitute for directly observing actual performance.

"SSA is not an untested hypothesis or a consultant's theory," Matte stresses. "Since its inception, it has enabled us to develop a relationship with the students, while identifying where they stand in terms of their skill and competencies, as well as how they would fit in with Coopers & Lybrand. We know it works, and we see it as a clear competitive advantage."

One of the world's leading professional services firms, Coopers & Lybrand L.L.P. provides services for enterprises in a wide range of industries. The firm offers its clients the expertise of more than 16,000 professionals and staff in offices located in 100 U.S. cities and, through the member firms of Coopers & Lybrand International, more than 70,000 people in 140 countries worldwide. If you would like to learn more about Coopers & Lybrand L.L.P., our Internet address is: http://www.collybrand.com

Classifieds

LARGEST STUDENT TRAVEL PLANNER of East Coast, looking for Campus Rep to represent Kodak SPRING BREAK trips "Guaranteed" lowest package prices and best incentives. You handle the sales... we handle the bookkeeping. Call: Caucesco, Nissora, Jamaica, S. Padre, Orlando & Key West. EARN BIG $$$ AND/OR FREE TRIPS!! GREAT FOR RESUME!!! CALL 1-800-722-4521

SPRING BREAK '97-SELL TRIPS, EARN CASH, & GO FREE. STS is hiring CAMPUS REPS/GROUP ORGANIZERS to promote trips to Cancun, Jamaica, and Florida. Call 800-648-4849 for information on joining America's #1 Student Tour Operator.

WWW.SUCCESS.ORG- Free business education offered by the American Success Institute. Thirty lesson entrepreneurship course, ten lesson real estate investment course. Much more. Retire rich in 18 years. Also Spanish/French versions.

Surviving in college is tough enough, right? That's why we've designed a package to make things easier. Choose AT&T and look at all you can get.

AT&T True Reach Savings
Save 25% on every kind of US call on your AT&T phone bill when you spend just 4.25 a month.

AT&T True Rewards
Get savings at Sam Goody/Musicland, TCBY "Treats" and BLOCKBUSTER VIDEO with the Member Benefit Card.

AT&T Universal MasterCard
A credit, cash and calling card that brings you discounts on USAir. And no annual fee—ever.

AT&T WorldNet Service
Get 5 free hours of Internet access every month just for having an AT&T long distance.

To sign up, look for us on campus or call 1 800 654-0471

AT&T
Your True Choice
http://www.att.com/college

9
**Get That Business Started!**

By Paul Nelson
SGA Vice President of Commerce

Another year is upon us and another successful year has just passed. Last year saw the start of many new businesses including Tailored T's, Don't Be Looted Out, and The Trace Center to name a few. The success of these businesses will depend on a great deal of things, including marketing strategy, economic capital and the willingness of the entrepreneurs to take a risk. Being an entrepreneur is about taking risks and turning failures into successes. That is what I encourage all of you to do. Take a risk, start a student-run business.

I know that there are many students out there that have a great business idea, but are not sure if it will work or what to do. The answer is simple: call me at the Student Government Atelier Office at 8433, or better yet stop by the office and ask whoever is answering the question at the time. All of the members of the SGA are very accessible to the students and encourage all students to get involved as much as they can.

Now, if you already know that you have an idea that will work, go down to the Information Booth and pick up a Student Run Business Application. Once the application is filled out and completed, proceed by bringing it to the SGA Office or place it in my mail box, #2311. A week later, you will hear whether or not your business has been approved and why the SGA made its decision.

To all my current student-run businesses, congratulations on another successful year. I know that all of you learned something about running a business. Currently, we have ten student-run businesses on campus with many more to come. Present businesses include Classic Cleaners (Laundry service), Up and Away (Balloon sales), Babson College Student Directory (A directory of phone numbers of students at Babson), The Fragrance Center (Cologne and Gadgetronics (Electronics, cellular phones, stereos), Don't Be Looted Out (Single and double löfts for dorm rooms), The Discovery Group (Real Estate), Campus Automotive (Auto-tune needs), Celebration (Flowers) and lastly, Tailored T's (Personalized T Shirts).

Best of luck to all of Babson's current and future entrepreneurs. We are the NUMBER 1 Specialty school for Entrepreneurs. Let's show everyone what we're made of.

---

**Entrepreneurs Wanted**

Please inquire about an international marketing business opportunity. We hope to be lecturing at Babson in the near future.

---

**Carpenter Lecture Brief**

By Kevin Black
News Editor

On September 9, 1996, the Wilke D. Decker Carpenter Endowed Lecture will take place in the auditorium of the new Franklin W. Olin Graduate School of Business at 11:00 AM. The speakers at the lecture will be John C. (Jack) Merritt '81 and Mark F. Holoweco '83.

Mr. Merritt is the co-founder, Chairman of the Board and Chief Executive Officer of Van Kempen Merritt Holdings Co., Inc. founded in 1980. In addition, he is recently retired with 35 years of financial analysis and investment success to his name. In 1992, he was inducted into Babson's Academy of Distinguished Entrepreneurs.

Mr. Merritt's company, Van Kempen Merritt, is a national asset management and financial services company which offers its clients a broad range of investment opportunities. Mutual funds are the company's primary investment tool.

Speaker Mark Holoweco is a Charter-Registered Financial Analyst, a Charterd Investment Counselor and former Director as well as a Founding Member of the International Society of Financial Analysts. Also, Mr. Holoweko is the President of Templton Global Advisor, Ltd. and the Director and Executive Vice President of Templton Worldwide, Inc.

The Templton Worldwide, Inc. is a Canadian based asset management company.

John Templton founded the company over 50 years ago. Today, Templton manages over $7 billion in assets for over 600,000 clients.

The Carpenter Lecture is an annual discussion forum of the current problems and challenges confronting the business community. During the lecture, Holoweco and Merritt will introduce the Babson College Fund as one of the ways Babson College can contribute to resolving these challenges.

---

**OCS Weekly Announcements**

**Week of July 11**

Hope you had a good summer and are ready for a successful and productive year at Babson. We look forward to working with you on your career planning and employment issues. Come visit us! We're located on the 3rd floor of the Student Center.

Seniors

Get ready for the job search.

For more information in campus recruiting, don't miss the:

- Recruiting Seminar Series Kick Off and BBQ
- September 12 - 4:30 PM - Piets Lounge

Alternative dates for recruiting are:

- September 15 - 7:30 pm, Thursday
- September 26, 12:00 noon, OCS Conference Room, 3rd Floor, Hollister

**Juniors**

Investment Banking Internship - ABN AMRO Bank, N.V. located in Boston is offering an investment banking internship. Learn to spend financial statements; gather and analyze industry as well as company information; assist in preparation of credit proposals. Finance/Accounting major preferred. Competitive. Submit your resume by Friday, September 14th. For more details you can read the entire description in the Office of Career Services.

**Come in and Meet the Peer Career Advisors**

Peer Career Advisors (PCA's) are trained in job search techniques and are available to answer questions concerning resumes, cover letters, interviewing and how to use printed and on-line resources. Peer Career Advisors are here from 10:00-4:30 Monday-Friday.

**Workshops and Programs**

To learn about career development workshops and programs scheduled for Fall, go to Globenet. Go into Globenet and click on BS Career Information and then on BS Career Programs.

**Career Expo is scheduled for**

Wednesday, October 2, 1996 in PepsiCo Pavilion, The Webster Center from 3:00 to 6:00 pm. Mark your calendar for this special opportunity to meet with representatives from over 100 companies.

**How to make the most of Career Expo Workshops**

Monday, September 3, 4:00 pm, OCS Conference Room Tuesday, October 1, 10:00 am, OCS Conference Room

**Career Resources**

Did you know that the Center for Career Development and Field-Based Programs has a resource center which includes:

- over 100 print volumes on topics, such as career development, resume and cover letter writing, job search strategies and guides to jobs in specific industries or geographic areas.
- Alumni Career Exploration (ACE) - A database of over 5,000 Babson alumni who have volunteered to talk with you about your career interests.
- Career Search - A national database of over 500,000 public and privately-held companies.
- Worldscope - Database containing financial information for over 8,000 international corporations.
- Compact SECO - Database of financial and management information for over 12,000 public companies filed with the Securities and Exchange Commission.
- ABF/AFINFORM - Database of abstracts from articles from over 800 business journals.
- Periodical Abstracts - Database of abstracts from over 1,200 journals.
- Internet Home page and bookmarks
- also available in Horn Library

The Office of Career Services is located in Hollister Hall, 3rd Floor

**OCS Office Hours**

8:30 AM - 4:30 PM Monday - Friday
We are open until 7:00 pm on Wednesday and Thursdays beginning September 11, 1996.

---

**INSTANT CREDIT**

Guaranteed Credit Cards With Credit Limits
Up To $10,000 Within Days!

no credit, no job, no parent signature, no security deposit!

You can Qualify To Receive Two Of The Most Widely Used Credit Cards In The World Today!

You can Qualify To Receive Two Of The Most Widely Used Credit Cards In The World Today!

**Order Form**

**Student Credit Services**

P.O. Box 220645
Hollywood, FL 33022

Guaranteed $10,000 In Credit!
Babson College in the Media

By Daniel J. Keefe
Business Editor

Again Babson College hit the newstands in two Business magazines this month. In Swartz Magazine, September issue, Babson makes their top Entrepreneur School list and is the focus of a special on Entrepreneurial Education. As if that were not enough, U.S. News & World Report published their yearly report on the top Business schools in America and guess who was mentioned.

Swartz Magazine, this month, published a special on what they called, "The Top 25 Business Schools for Entrepreneurs." Babson made this list for the third year in a row. They had this to say about Babson's program, "Entrepreneurship is the distinctive competence of Babson's curriculum, the faculty has many entrepreneurs with appropriate academic qualifications." In other words, when it comes to Entrepreneurship, Babson really knows it's stuff.

During an interview with a few Babson students, they all seemed to agree that media recognition is an extra added value to the undergraduate and graduate degree. "Businesses see the Babson name and there is no question, they know that you can do the work," one student commented.

The second and more interesting highlight of this issue, was special on Richard Branson & Ely Callaway. Their speeches during last spring's Founder's Day here at Babson were the focal point. The article presents more interesting questions posed to the two speakers and their insightful answers. One quote that stands out above the rest came from Branson, "To be an entrepreneur - and a successful one - you have to love it so much, work is your pleasure."

One last feature in this issue of Swartz was the list of the Top Five Business Schools that the schools themselves believe to be the best. This survey was compiled from the heads of 337 graduate business schools throughout the U.S. Essentially, it was a ranking of peers. The top of this list was Babson, followed by Wharton, Harvard, University of Southern California and UCLA. "We now have a good understanding of the entrepreneurial process-from idea generation to building a successful business," said Prof. William D. Bygrave, director of Babson Center, for Entrepreneurial Studies.

Finally, U.S. News & World Report published their yearly report on the top Business schools in the United States. Again, Babson holds on to its first place standing as the best school for Entrepreneurship.

The Dilbert Principle

By Daniel J. Keefe
Business Editor

"The Dilbert Principle," by Scott Adams, takes a humorous look at the absurdities that go on in today's business world. Adams describes his book as, "A C_callback's Eye View of Bosses, Meetings, Man-agement Fails, & other Workplace Afflictions." His book has topped the New York Times Best Seller List and has been on the top of Business Week's Best Book List for the past few months. Dilbert has even made the cover of the August 12 issue of Newsweek Magazine. Merchandising of Dilbert paraphernalia is next on the list. So how does this relate to business? What's the connection between a syndicated comic and the business world? The answer is, real life. Both the comic strip and the book have such a strong connection with real life that many people identify with it.

Besides the experience and wisdom of the author, "The Dilbert Principle" contains examples of the Dilbert comic that support Adam's philosophies and observations. It also includes e-mail messages from the three hundred a day that come over the Internet to Adams' Web Page. It seems that no matter how ridiculous the Dilbert comic gets, real people in real jobs seem to find parallels in their own lives. These attractions are what keeps "The Dilbert Principle" at the top. This level of fan contribution also ensures that Adam's will have plenty of material to keep the comic and his books flowing for years to come.

John's Place

Hair Care

PRECISION DESIGN CUTS FOR MEN & WOMEN

TEL: (617) 235-1444
By Appointment Only

$10.00 Off New Client Visit With Ad

(Men's reg. - $20, Women's reg. - $26)

447 Worcester Street, Wellesley Hills Square
OPPOSITE THE CLOCK TOWER
Communication, more specifically writing, is essential for success in the business world. The Free Press is the perfect place to fine tune your communication skills while at Babson. Work experience will get you in the door with all employers. Working for the Babson Free Press allows you to gain experience in a high paced entrepreneurial environment and gives you exposure to real-life business situations.

The work-force has become more and more competitive. If you want to gain the upper hand, and are ready to learn real-life business skills, call the Babson Free Press today at 617-239-4229. It is never to early to start building your career.
Fly Away Home Movie Review

Press Release

Columbia Pictures

Thirteen-year-old Amy Alden (Anna Paquin) opens her eyes to take in the cold, sterile surroundings of a hospital in Auckland, New Zealand. They come to rest on the face of her estranged father, Thomas Alden, (Jeff Daniels) who breaks the devastating news that her mother did not survive the car accident. The life Amy knew is gone forever.

Soon, Amy is bundled off to the Ontario farm to live with her estranged father, an artist/inventor who has shaped his environment to reflect his eclectic interests. Life with dad will certainly be different. It is difficult, too. Amy is a stranger in the country of her birth. She is not sure how to relate to her father’s girlfriend Susan Barnes (Dana Delany). Overwhelmed and still grieving for her mother, Amy spends hours alone, wandering around the farm.

One day, Amy's travels through the farm's woods lead to a discovery that touches her: a nest of orphaned geese eggs. Amy gathers them up, takes them home and builds a makeshift incubator. She nurtures the eggs until they hatch. And, since geese imprint on whoever they see, raise wild geese without clipping their wings. The idea of grounding Amy's feathered friends outrage Thomas; he knows that nature will compel the geese to migrate south in the fall and that the flock must be allowed to go. Amy agrees, but there is a problem. Amy's geese have never learned to fly and with no other way to show them the way, they seem doomed.

Thomas, however, has found a cause and, with a determination born of his need to help Amy, he decides to use his modified glider—which he flies in the face of his fear, loneliness and independence. With the help of his friend, Thomas attaches a small engine to his hang glider. The results are disastrous. Again and again Thomas tries and fails to get his motorized glider off the ground. Finally, he does it. He is flying. Slowly, with Amy's cautious help, he gets the geese, now full-grown, to follow him around and imprint on the sound of the engine and the sight of the strange little aircraft. But, on the day they plan to have the geese take off with the aircraft, they hit a fog. repeated attempts, with Thomas at the controls, prove fruitless; the geese don't want to leave Amy on the ground. Thomas finally realizes that he must build a second plane and teach Amy to fly. He bases his design on the successful kind of machine, a motorized ultralight, which looks like a giant goose.

After several flying lessons—first pilot and geese—they form a plan to lead the geese down the east coast of the United States to a winter home in North Carolina. Plans are finalized, various government hassles are overcome (including a daring daylight raid to free the confiscated geese...), and our intrepid aviators—17 of them—are under way.

The airborne adventurers battle bad weather, startled air force officials and a host of other challenges to arrive safely, and in time, at the geese's new home. Along the way, pulled out of their own misery by her love for the geese, Amy overcomes fear and loneliness and comes to love the father she thought she would never know.

FOR SALE:

HOKOOKO KOOP SPECI

COLOR: Black Leather Top

WEIGHT: 350 lb. for 125 kg

MODEL: Ances, Automatic, Automatic

CRUISE: Long seat 100 m

FRONT SEAT: BLACK LEATHER 100 m

REAR SEAT: BLACK LEATHER 100 m

FABRIC: Polyester

PLUSH: 100% polyester

LOWEST PRICE ANYWHERE!

TRUCKLOAD SALE

HUGE INVENTORY IN STOCK!

Euro Wallhugger Full Frame $129 NOW $98

Mission Hardwood Frame Full Size $290 NOW $179

Express Delivery

Full-Size Frame with $299

Lowest Price Anywhere

$129

FULL-SIZE Frame

MISSION HARDWOOD Frame

LOWEST PRICE ANYWHERE!

$98

$98

EXTRA DELIVERY

SPECIAL STORE HOURS

PROUDLY THE LARGEST

GOLD BOND

DISCOUNTER IN THE AREA

PACKAGES AVAILABLE!

FRAMINGHAM

279 Worcester Rd. Route 9 - 112m west of Natick Mall

(508) 620-2808

Only 15 Minutes from Babson
Elegy by Amorphis:
Death Metal Deadheads

By Natalie Vlahovic
Arts & Entertainment Editor

It is hard to believe that this is the same Finnish act who created The Kaelton Inhuman, a true, straight-ahead death metal effort! Amorphis’ new offering, Elegy, has more in common with metal than any other death metal band. Yet, Elegy is marketed to be. This is a step beyond death metal. It is more progressive rock with less growing and emphasis on heaving. Elegy has an abundant use of the keyboard, which is an instrument that gained progressive rock its notoriety. The use of a unique element to the already catchy melodies. Some songs venture into unfamiliar territory, such as traditional polka-esque melody with aggressive and rhythmic feelings. Even though this is supposed to be death metal, the

King Crimson’s
THRaKtalTack: Explicit Live Instrumental Improvisation

By Natalie Vlahovic
Arts & Entertainment Editor

Some bands have a nasty penchant for releasing a slew of irrelevant live albums. For King Crimson however, the live experience elevates the band’s studio compositions to new heights. Robert Fripp and Co. are known for their intelligent interweaving of melody and rhythm, which, when played live, have an ethereal quality. Progressive rock masters Yes, Marillion, and Asia are godly in their own right, but King Crimson possess one characteristic deviant in the other bands: perfect imperfection. They do not attempt to sound polished with sugary melodies, do not have excessive use of keyboards, and most of all, are(pious without even knowing it). They are pious because they are pious. When a band is free of its ego, music of the most honest emotion and passion will surface, brightly illuminating the listener’s ears. When a band is free of its ego, live, the results are even more profound. When one hears a live King Crimson album, a threshold between tight control and carefree musical explosion is passed. None of the songs on THRaKtalTack resemble those of any of their studio releases, for everything is improvised and the thing more than foot-tapping classic rock and the simplicity of sex, drugs, and rock ‘n’ roll. King Crimson are the masters of their art, and THRaKtalTack is a magnificent display of live and raw complexity deeply enriched with meaning.

5 things you need to know about buying this futures:

1) $165 with coupon.
2) Bring this ad before 10/15/96 and get free delivery when you buy any future.
3) Three convenient locations:
   - Atrium Mall, Watertown
   - Next Mall, Saugus
   - Cambridge Side Gallery, Cambridge
4) Pay only the comfy coffee table.
5) If you don’t need this feature, you should cancel with our other great furnishings.

*offer expires 10/15/96
Babson Cross-Country Ready to Run

By David Onorato
Sports Editor

The Babson Men's and Women's Cross Country squads have just returned from a ten day training trip in Brianhead, Utah. Both teams are ready to run after an exciting trip in which they traveled to the Grand Canyon, Zion National Park, Bryce Canyon, and the casinos of Las Vegas.

Lacing up his shoes for his fourth and final year is Brian Dowd, last year's co-captain. Last year Dowd was named to the All-ECAC and All-Concern team. His times are fast and consistent as he was an All-Star in every race that he participated in. Brian has also been named Athlete of the Week a rare rare times.

Michael McGurk, the other captain on the squad, is coming off of a successful year. He hopes to carry on the group's shape and is expected to post some good times this year.

Dowd and McGurk will definitely be the leaders of this team. With this leadership comes a lot of pressure but both are more than ready to take up the responsibility with the help of the coaching staff.

Sophomore Bart Thol also reported in excellent shape and is ready to embark on whatever should be a successful season for him.

Andrew "Clark" Hagerty should be much faster this year after a long summer of preparing to compete days at Marthau Vineyard! In all seriousness, Andrew is an important part of this squad and he will be a factor.

Jeff "Jifte" Walsh and Mike Galati finish off this small squad. This is Walsh's second year running and Galati's third. Walsh will be asked to step up this year and Galati will be tapped for his experience. If the Philadelphia Eagles have a great year there is no telling how fast Galati can run!

Heidi White, a co-captain of the women's team, will be entering her fourth season. Heidi has the most experience running on the Babson squad. Senior Nicki Silva, returning for her third year running, has been named the other captain.

Christine Stearn leads up the women's squad as the returning team MVP. Stearn had an incredible freshman year and she is looking to surpass last year's great year. Stearn is currently the MVP of the squad two years ago is looking to return to that form after suffering a season-ending injury last year.

Second year runners Jeanette Mazzarini and Katrina Emory are both in good shape and should be factors on the team.

Coach Hutchinson leads both the men's and women's cross-country teams. Runners appreciate the respect he expressed over the size of both teams. With a small number of runners, he was able to prepare every athlete on each individual.

Injuries are always a factor during the season and if someone goes down, Coach Hutchinson has little to work with. The teams must stay healthy throughout the season for this to happen.

The first meet of the year is the Reebok Eurostyle Invitational at Franklin Park. The meet sounds at 12:00 pm this Saturday.

Onorato On Deck - Red Sox
Courageous, Patriots Cowardly

By David Onorato
Sports Editor

Last month I was meaning and groaning because the Red Sox were borderlining. I thought that my senior year, my junior year, and the Red Sox being under my wing would be the year. I was a little let down.

At the beginning of the season I was looking forward to writing about another pennant race (as I did last year) for the Sox. As you know, April through July was a nightmare for the Sox and my dream of seeing the Sox in the World Series during my college years was just about finished. Then the impossible happened.

The Sox started to roll off wins after win and slowly but surely, they climbed high in the wild-card race. Now, amazingly, I have something to write about the Sox and I would have to spend all of this week's "Onorato on Deck" covering the Sox's 16-6 game with the Tigers. That'll get me to later.

At the halfway point of their twelve game road trip, the Sox had recovered 4-2 which is exactly the position that they wanted to be in.

Game seven of the trip saw Mike Greenwell of all people drive in the winning runs! Nine innings! What a huge win that was in Seattle. When they return to Boston the fun will really start. They have some Series against the Brewers and then the big one against the White Sox. The city of Boston will be buzzing with excitement over the next few weeks because of this miraculous turn-around.

Can you imagine how depressing the week-night sports reports would have been if the Sox continued with their early season woes? Bob Lobel would have had a field day with his cynical remarks. Even if this team falters on the home stretch and fails to pull in a wild-card they should be commended for their courageous effort on the diamond.

Now the other team that is currently playing in the Boston area, the New England Patriots. Oh, how naive we are to up here in baseball country. We are not experienced football fans like the rowdy Hogs in Washington or the Chronicleds of Green Bay. We have not witnessed dynasties like the fans in Pittsburgh or Dallas. We are just lowly Pat- fan who think that three exhibition wins is enough to guarantee a Super Bowl victory. Dan Shaughnessy, the revered writer for the Boston Globe, calls it "rampant Yahoonism, pure and simple." The Patriots were caught up in this rampant Yahoonism as well, Willis McGahee and McAllister but assured a victory over the Redskins. Beddoes was back to his old cocky self and Parcells actually got into it with some of his players.

The Pats were much too confident going into last Sunday's game and the Dolphins floored them. What makes me mad is the casual way the Pats took the defeat. Willis McGahee and some others got into it with the players. "They maybe, in a way, this was good for us. It should teach us we've got to come out more aggressive if we want to win." Of course you have to compete every game if you want to win. How could you not be turned on in a football game like the season against a huge rival in Miami? We are all too naive up here in baseball country.

Wild Wild Card Race

By Chris Keenan
Aust. Sports Editor

Once again pennant fever is gripping Boston. Two years ago, I wrote in this section how much the Wild Card will help the Red Sox. Little did I know that this year, the Red Sox will be the same without the second place team getting into the play-offs. I admit now that I was wrong. As the Sox have proven, an embattled baseball team can build more fans than if just the division leaders could play in the post-season.

As of Tuesday the Chicago White Sox were 1 1/2 ahead of the Baltimore Orioles. The Chicago White Sox have been playing solid baseball over the past 10 games. The Baltimore Orioles have also been playing .500 baseball over the past 10 games. It would be the same with the second place team getting into the play-offs. I admit now that I was wrong. As the Sox have proven, an embattled baseball team can build more fans than if just the division leaders could play in the post-season.

As of Tuesday the Chicago White Sox were 1 1/2 ahead of the Baltimore Orioles. The Chicago White Sox have been playing solid baseball over the past 10 games. The Baltimore Orioles have also been playing .500 baseball over the past 10 games. It would be the same with the second place team getting into the play-offs. I admit now that I was wrong. As the Sox have proven, an embattled baseball team can build more fans than if just the division leaders could play in the post-season.

The team with the best record among non-division winners will get the fourth and final spot in the American League playoffs.

W L Pct. GB
Chicago....74 65 .532
* Baltimore....72 64 .529 1/2
Seattle....71 66 .518 2
Boston....71 67 .514 2
* Minnesota....69 69 .500 4 1/2
* -- Including late game

The answer to last week's trivia question was Mark Whiten, an outfielder currently playing for the Seattle Mariners. He hit consecutive home runs in a pinch-hitting role for the Atlanta Braves and the Seattle Mariners. Too bad he couldn't have hit like that for the Sox last year!

This week's question is an easy one.

Who was on the mound for the California Angels when Dave Henderson of the Boston Red Sox hit the now famous home-run in game 5 of the ALCS in 1986?

The first three callers with the correct answer will receive a medium one-topping pizza with a beverage compliments of Domino's Pizza. Call David at 34689 after 7:00 pm on Thursday. Good luck!
Over 100 Desks on Display
Over 150 Entertainment Centers
Over 30 Futons on Display

Take 10% off!
Affordable Furniture
Any items of your choice.
Save on our already Super-low prices with this coupon!