Entrepreneurs Kauffmann and Roddick Honored
By Robert Conrad, News Editor
Babson inducted its 51st and 52nd members into the prestigious Academy of Distinguished Entrepreneurs Tuesday afternoon. Although this ceremony is traditionally celebrated during Founder’s Day in April, Anita Roddick and Ewing Merrell Kauffmann were inducted this week because of their socially responsible corporate policies, an issue that is now being promoted to business students at Babson.

Ms. Roddick is the founder and Managing Director of The Body Shop, Plc, a multinational cosmetic firm that will be opening a franchise in Wellesley soon. The company sells skin-care products made from fruit and oil, rather than animal fats. This particular enterprise began in March 1976 on a side street of Brightington, England with a $6,500 bank loan. The company now operates 96 shops in the U.S. and 700 shops in forty-one foreign countries.

Ms. Roddick believes that businesses can be a force for social change. She has helped orphans in Romania, and launched a petition against animal testing, which secured 3 million signatures. She has also actively campaigned for the rain forests in South America, and to save the whales. The Body Shop doesn’t use traditional advertising, rather they promote their products through their social activism.

Roddick refers to as “the share that defies gravity” around London’s financial district, the bottom line is least important to The Body Shop, rather it is the customers who are the main concern. “Are the products good enough where people want to buy them? That is what we focus on in the company,” said Ms. Roddick. Unlike traditional managers, Ms. Roddick encourages productive anarchy in her company. She welcomes her employees to challenge the company and to give birth to new ideas. Employees can use the “red letter” to communicate directly with top management, although Ms. Roddick confided that many new ideas were the result of notes posted on the doors of the lavatory.

The Body Shop presently operates franchises at Harvard Square, Burlington Mall, and on Washington St. in Boston. The newest area store is planned for downtown Wellesley, as the chain is looking to expand in the Boston area.

“Mr. K” as he is known around Kansas City, is presently Chairman Emeritus of Marion Merrell Dow Pharmaceuticals. Mr. Kauffmann founded the company in 1950 and earned a net profit of $1,000 in that year. Since that time, Marion Laboratories, Inc has merged with Merrell Dow Pharmaceuticals and now has a networth in excess of $6 billion. The company has diversified into a range of health care and pharmaceutical products.

Mr. K addressed his audience by crediting the employees of his company with the corporation’s success. Shares that were once worth fraction of a penny, have skyrocketed in value and made millionaires out of 300 lifetime employees with the company.

Mr. Kauffmann spoke to the students about his business success, and gave them some pointers. He said that employees should produce and share so that the entire company will prosper. Mr. Kauffmann said “The quality of your bonus is based on the quality of your performance.” If you don’t produce, you are taking away from the others who are producing. Secondly, he advised the audience to treat others as you would want to be treated. “It is the most important principle in the world to make money, and every company should follow it.” Kauffmann said.

Kauffmann is an entrepreneur who believes in giving back to the community, much like his counterpart, Ms. Roddick. As part of his civic philanthropy, Kauffmann trained over 125,000 citizens of Kansas City in Cardiopulmonary Resuscitation, and taught Kansas City students about drug abuse.

Most of this entrepreneur’s time is spent with the Ewing Marion Kauffman Foundation pursuing philanthropic endeavors, as well as overseeing the operation of the Kansas City Royals.

Mr. K is the sole owner of the Kansas City Royals baseball team, and he discussed some of the problems with Major League Baseball. He believes that players salaries are climbing out of control, which is actually hurting the teams in smaller cities that do not receive revenue from large media contracts. Consequently, big city teams can offer more money to the best players, thus putting the smaller cities at a disadvantage. Representatives from The Boston Red Sox attended Mr. Kauffman’s induction, but left early, and were unavailable for comment during a question and answer period.

O’Day Moves Up
By Derek Cavagnino, Staff Writer
As of Monday October 26, Babson will have a new Assistant Director of Student Activities. The new Assistant Director will be Patrick O’Day, who, for the past year and four months, has been Babson’s Area Coordinator for the lower campus.

Mr. O’Day stated that he is taking the job as Assistant Director of Student Activities because it is a new opportunity and it will give him the chance to get students involved in the various programs that the Campus Activities Board has to offer. As Assistant Director of Student Activities, O’Day will be working with the Campus Activities Board on designing the programs for such events as Parents’ Weekend, Campus Orientation, and Leadership Workshops. He is looking forward to his new position and hopes to accomplish many different things.

Ranked highly among the things he wishes to accomplish as Assistant Director of Student Activities is getting Babson’s students to develop leadership skills by designing and running programs of their own creation, programs interesting and rewarding to them. “After all,” he says, “student activities are for the students.”

Mr. O’Day came to Babson almost a year and a half ago after attending graduate school at Michigan State, where he studied college administration.

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"Hans Decker, Vice-Chairman of Siemens Corporation, spoke to students about international business."

He graduated from Michigan State in 1991, and before that, as an undergraduate at the College of William and Mary, he worked for two years as a resident assistant and head resident. As Area Coordinator for Babson, O’Day was responsible for Maple Manor, Bryant Hall, Forest Hall, and the Park Manors. His duties at these dorms included supervising the resident assistants and the head residents, as well as supervising maintenance, taking care of crises, and solving disciplinary problems. As Area Coordinator, O’Day also advised Babson’s sororities and fraternities, something he will continue to do for the time being.

Mr. O’Day’s move will open up the position of area coordinator, and it is unknown who the college will hire to replace him at this time.

**Houck Series Brings Siemens Vice Chairman**

*By Robert Conrad, News Editor*

Students at Babson were inundated with visits by business leaders last week. Hans Decker, Vice-Chairman of Siemens Corporation, a $55 billion multinational electronics corporation, spoke to students about international business on Wednesday afternoon.

Siemens is Germany’s answer to GE, AT&T and IBM. The company produces various electronic devices, ranging from CAT Scanners and telephones to engineering power plants.

Mr. Decker told an audience of students and business people about the challenges of international business. Mr. Decker stressed the importance for corporations to act locally. “I think human beings are local. I think human beings are rooted in their individual culture,” he said. “The customer is a very local person, therefore the company must be local.” Consequently, products must be adapted for local markets. As a result Siemens has a horizontal management structure, that allows in foreign subsidiaries greater autonomy. Japan, North America and Europe are essential markets for a multinational company, according to Mr. Decker, who believes that a successful company must have a strong market share in 2 of the 5 aforementioned markets.

Siemens is looking to expand from its European base, where 75 percent of its sales are derived. At the present time, Siemens is negotiating to purchase GTE/Sylvania in the United States, in order to gain market share in lighting devices. Siemens focuses on the U.S. and Europe, while about 1% of sales are derived from Japan, where the company has existed for more than 100 years.

Members of the audience capitalized on the opportunity to ask a German business leader about the Monetary policy of the Bundesbank, Germany’s central bank. Mr. Decker is opposed to devaluation of the Deutsche mark in order to help other foreign currencies.

Mr. Decker stated that the Bundesbank is mandated by law to evaluate the value of Deutsche marks only, not other currencies, therefore changing German Monetary policy in order to help foreign nations would technically be unlawful at the present time.

Mr. Decker talked about the American banking system as being more innovative than the German system, thus the risk of making mistakes was greater. Mr. Decker stated that Germans wanted to be risk averse, and consequently were not materially innovative.

Mr. Decker also commented on the national industrial policy that some nations have implemented. He believes that the U.S. does not need an industrial policy, because of the large military industrial complex that has supported commercial products.

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Yearly subscriptions are available for $28. Send a check or money order with the subscriber’s name and address to: The Babson Free Press Box 140 Babson College Babson Park Wellesley, MA 02157
Staying Above Water
Student Business Owner
Michael Baker

By Claire Costar, Staff Writer

Aquarium Plus, the student business operated by Michael Baker, is having its most successful semester since its establishment during the fall of 1991.

Michael attributes his current success to past work experience in his family's business. As Michael's family owns and runs a pet supply distributorship and retail stores, he has access to a wide variety of products. In fact, Michael states that he can offer students over 10,000 products ranging from tanks and accessories, to bird cages and black lights for your suite's lounge.

Currently his most popular items include a 10 gallon tank with starter kit and a desk tank, which both sell for under $50 dollars. Michael is planning to introduce special items for the upcoming holidays. Christmas stockings for your cats and dogs, as well as, small pet toys are excellent gift ideas for every animal in the house. For any students who are concerned about setup for their tanks, Aquarium Plus will do it for free. The business also offers contacts to pet stores and any other service you may need. Michael's 600 page catalog offers a wide variety of items for every Babson student.

As of now, Michael has not used any formal record keeping devices to help him evaluate his expenses and earnings; however, he does keep track of his basic expenses, such as advertising, on regular basis. Michael estimates that he spends about two hours a week on his business and admits that "seeing more animals and happy customers on campus" is worth the work. Past customers have used the aquariums as a means to relax and relieve stress. The tanks are not only interesting to watch but are a great way to attract people to your room.

Babson's Annual Business Fair will take place this Saturday, October 24 in Trim Lobby. All of Babson's student businesses will be attending. This is an excellent opportunity for students to learn more about the different businesses on campus. For further information on Aquarium Plus, please contact Michael Baker at ext. 4819.

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BABSONFREEPRESS
"If the school you are attending is Babson, you scrape up all the cash you can and invest in your idea."

Babson Alums Invest in their Own Success
By Michael Sepan, Editor in Chief
What do you do if you have a profitable idea, you are still in school and have very little money of your own? If the school you are attending is Babson, you scrape up all the cash you can and invest in your idea. That is precisely what Mark and Scott Magnaccia did. When faced with this situation in 1990, Mark a ’91 Babson graduate and Scott a ’92 Babson MBA, invested in their idea.

In September of 1987, Mark and Scott both were faced with what may seem like a Babson student’s dream: an internship at Drexel Burnham Lambert. That was back in the good old days of the “decade of greed.” The strange thing was, that even though both Mark and Scott had decided to pursue a career in investments and to get their Series 7 license, they hated the atmosphere at Drexel. The arrogance of the traders there, both said, was unbearable.

That arrogance hit bottom, however, on one particular day when Scott happened to be in the office. That day is now infamously known as “Black Monday.” That day, Scott and Mark watched men, who had been used to “making $30 thousand over lunch” as Scott said, were turned into unemployed, relatively penniless individuals. This forced Mark

and Scott to make the decision that has brought them to where they are today. Both decided that they did not want a career in which their futures would be adversely affected by the decisions of a company like Drexel or the radical fluctuations of the market.

Mark and Scott Magnaccia of WPP
The Babson grads then began working for a small investments firm in Wellesley, where it was their task to expand the client base in stock investments. They needed to find an untapped market and an approach to draw them in. After some

detailed research, they found the market and developed an idea to tap it. The idea was to give free seminars which would answer the personal investing questions of potential clients. The idea was not well received by the firm, however, so Mark and Scott struck out on their own to form Wellesley Professional Planning.

Their employer told them, as they left, “You’ll die in two months.” Mark and Scott have made a practice of proving this and other such negative claims wrong. The idea of giving seminars to potential clients has become an integral part of their philosophy of giving value first in business. This philosophy, along with a persistent effort to have direct and frequent contact with their clients, has made Mark and Scott extremely successful. Wellesley Professional Planning has grown in two years to expand from three clients to three hundred, with over $6 million in management.

Mark and Scott strongly advocate their philosophy of giving value first. They also say that to go into business for yourself, you must learn to master frustration and to take action once you decide on your specific goals and be persistent about it. Both strongly encourage budding entrepreneurs to thoroughly research their career choices.

The seminars Mark and Scott give have been so well received that they have started another company to handle the demand. Peak Performance offers seminars on a variety of topics. On November 14, the Babson Alumni Association is sponsoring a Peak Performance seminar given by Robert J. White entitled “Design Your Own Destiny.”

These Babson graduates have proven that the entrepreneurial spirit can overcome seemingly impossible odds, not just in the newspapers, but right here at Babson.

Announcement
Attention Ice Hockey
All new students (freshman and transfers) are invited to the open tryouts for the men’s ice hockey team.

If you plan to tryout, please notify Coach Donato at ext. 4946. Leave your name and position if you plan to tryout.

The tryout schedule is as follows: Sunday, November 1, 6:00-8:00 a.m. and Monday, November 2, 6:00-8:00 a.m.
Finally some notes you won't mind taking.

Isn't it time all those years of note-taking paid off? Here's your chance. An extra $500 from Ford and Mercury when you buy or lease any eligible '91, '92, or '93 Ford or Mercury car or Ford light truck. You can use your $500 cash back towards the purchase or lease, or you can take it as cash. College Program benefits are over and above consumer incentives, except other Ford private offers, like the First Time Buyer Program.

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Photo Essay

Stacy Roberts
I would have watched, but I was studying for all my exams. I don't think the debates would have helped with my decision anyway.

Jerome L. Graffam
As a whole, I think that Perot has probably helped himself because of the lack of pressure against him. As far as Bush and Clinton go, I believe that Bush performed a lot better in the debates and has gotten points across a lot better than Clinton who seems to be acting more than debating. Bush '92.

Vassilis Kefalas
I think Perot will gain at least 5% after the debates. Clinton and Bush had a really hard time trying to advertise themselves. Perot will gain more in the elections, while Bush is the big loser.

The Oracle Apologizes
By Derek Finkelman, Contributing Writer

OK, OK, I messed up once again. I tried my best, but it just wasn't good enough. Actually, if Doug Drabek hadn't choked in the ninth and if Dennis Eckersley hadn't given up the home run to Roberto Alomar, I might be gloating over the success of this article. Instead, I am left to forever wallow in my misery...OK, I'm just wallowing. After all, does it really matter who wins? I mean, can't we just be friends?

Well, by the time you read this pathetic excuse for an article, the World Series may be finished. However, as I am writing this article, the series is tied at 1-1. Consequently, the championship is still up for grabs and certainly warrants an attempt by the Oracle to select a winner.

Certainly, both teams have excellent starting pitching with Glavine, Smoltz, and Avery for Atlanta and Morris, Cone, and Guzman for Toronto. (Remember, Morris has yet to show us his 1984-1991 post-season form.) Also, both teams are capable of scoring many runs while playing quality defense.

However, in order to make my decision, I have decided to stay away from any rational thought process. (I'm pretty good at that.) Instead, my selection will be based on something known as the Red Sox factor. What is the Red Sox factor? Well, quite simply, it means that the team with the most number of Former Red Sox players will, of course, lose. Although a player may leave Boston, the Curse of the Bambino stays with him throughout the remainder of his career. Just ask Dennis Eckersley.

A quick glance at both line-ups shows that Atlanta reliever Jeff "Terminator" Reardon is the only former Red Sox player in this series. (For you
Babson Rugby is victorious against #1 ranked Providence College.

Baseball fans, Ed Sprague of the Blue Jays was originally drafted by the Red Sox in the twenty-sixth round of the June 1986 draft. However, he decided to attend Stanford rather than sign with the Red Sox and therefore, can not be considered a former Red Sox player. Also, Ed's hobbies include eating pistachio ice cream, taking long walks on short piers, and hitting game winning home runs.

Even if Reardon doesn't choose again like he did in game two, his mere presence will ensure the Braves of a second consecutive World Series defeat. Sorry once again Spec!!!(Note: Please disregard my selection if the Braves win. I'm asking nicely.)

Finally, in the Presidential campaign, I'm picking Perot. I guess it's because the other two candidates really stink!!

Coming soon, look for insightful, yet bogus analysis of the upcoming NBA season. Over and out.

Babson Rugby Upsets #1 Providence

By Nigel Smythe, Contributing Writer

The Babson Rugby Team defeated number one ranked Providence College this past Saturday 17-3. The team played extremely well against a strong Providence team. Determination and commitment led to thrilling scores by Steve "Big Calves" Paquet, Milt "My Mom's Watching" Smith, and John "Crazy Legs" Boeckel, with a successful conversion added by Patrick Nihan. Good support and good tackling were keys to the victory. Excellent efforts were turned in by Steve "Wish I Were British" Riedy, Craig "Golden Child" Braren, Alex "Can't Speak English" Bartolini, Scott "What Hangover" Spudiswood, Ollie "Toothpick" Stamper, Lee "Another Fight" Nicholson, Dave "Wish He Was a Back" LaRock, and Henry "Where's the ball" Huang.

The Killer B's again played well, but not well enough to stop an aggressive Providence attack. Regardless, great performances were turned in by Brad Rouseau, Rich O'Brien, Jeff Lovett, Kevin Wood, Eric Phetteplace, Sebastian Micozzi, Yong Kim, and Frank Sabaj.

Thanks to all of the fans who came down to watch the match on Saturday. The team greatly appreciates the support.

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OPINIONS

“Success cannot be measured in dollars; rather it is measured by whether you’re doing something for society.”

Reflections on Founder’s Day

By Prof. Robert Kopp, Advisor to the Free Press

I must admit I approached this fall’s Founder’s Day with high expectations — I was well aware that both Founders enjoyed an excellent reputation in the area of social responsibility — but also a bit skeptical. For one thing, I was aware that a competitor of the body Shop had accused the company of using social responsibility as a marketing gimmick. And in an age where many people are trying to distance themselves from the problems of the inner city, I wondered about the depth of Ewing Kauffman’s commitment to this cause. Did the Founders, Anita Roddick and Ewing Kauffman, deliver? In both their prepared remarks and in the Q&A session which followed, both distinguished entrepreneurs demonstrated clearly their lifelong commitment to combining business success with social responsibility. Ewing Kauffman, affectionately known as “Mr. K.” said, “Success cannot be measured in dollars; rather it is measured by whether you’re doing something for society.” Mr. K. went on to say that his philanthropy — particularly programs to benefit inner city youth — were motivated not only by humanitarianism but also by strategic business interests. In short, Mr. K. believes that helping the disadvantaged in turn leads to a better society and an overall healthier business climate.

For her part, Anita Roddick described a wide array of specific programs which show that The Body Shop social responsibility is more than just an image-building tool. For example, The Body Shop refrains from using “placid, pubescent, Caucasian models” to exemplify beauty. According to Ms. Roddick, true beauty is typified by people like Mother Theresa and Martin Luther King who have gone against the grain to contribute to society. Importantly, The Body Shop point-of-purchase advertising only makes product claims which can be substantiated. Unlike other cosmetic marketers, no Body Shop cream will promise to remove wrinkles or thin one’s thighs. Finally, The Body Shop encourages its employees to give back in activities that better society. Employees who work in the community often do so on company time (they are paid!), and The Body Shop offers paid sabbaticals for employees whose social work can be accomplished only over an extended period of time. Specific causes which the company has supported include Amnesty International, assisting with the Romanian orphans and numerous environmental programs.

Over the course of the afternoon both Ms. Roddick and Mr. K. demonstrated how the pursuit of profits is not inconsistent with humanitarian goals. Both entrepreneurs were, at the same time, serious and witty. The overall impact of their remarks was truly inspirational. As I walked out of the Knight Auditorium I had a very warm feeling about Babson and its future. Over the last several years the College has benefited greatly from having important business leaders come to the campus to share their views and experiences. Over the years I marveled at the war stories told by the likes of Donald Burr (People Express), Peter Sprague (National Semiconductor) and Reebok’s Paul Fireman. In addition, the Houck lectures, the fall convocation, and Babson’s many student clubs, have brought several excellent outside speakers to our campus. Looking back over these many wonderful and educational experiences, Founder’s Day, 1992, stands out as a high point. Roddick and Kauffman proved they are two hard-nosed entrepreneurs for whom business success is measured by far more than the bottom line.

Sinead Takes on the Pope

By Michael Sapos, Editor in Chief

Politically charged Irish pop singer Sinead O’Connor has raised quite a strange controversy over the past couple of weeks. It began with her appearance as the musical guest on “Saturday Night Live” two weeks ago. Her second performance on the show was not a song from her new album, but a political recitation which she chanted in her own heartfelt style. The topic she brought up ranged from the evil philosophy of capitalist white men to child abuse. At the end of the lengthy chant, she held up a photograph of the Pope and, while repeating the phrase “fight the real enemy” over and over again, tore the Pope’s picture to pieces.
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most of the public who saw or heard about Sinead’s appearance on “Saturday Night Live.” Whether or not you agree with her statement or the way she stated it, you must admit, Sinead was successful in getting her message across. What has truly surprised me is the incredible emotional response Sinead’s action has evoked. It seems that Americans still are very uncomfortable with having their traditional or religious values or the icons which represent them questioned.

There was one other interesting point raised in the now infamous October tenth episode of “Saturday Night Live.” There was a skit in which Benjamin Franklin, Thomas Jefferson and George Washington traveled through time to the present day, in order to remedy our budget deficit problem. At a press conference to present their deficit plan, the founding fathers were pounded with “character issue” questions. “Did any of your own slaves?” asked one reporter. To which Jefferson and Washington answered yes. There were further questions presssing on the morality of the lifestyles of our own founding fathers which led to their frustration with our modern political process and eventually their expeditious escape. At one point in the skit, a reporter asked Jefferson how he could expect the American people to trust him after his immoral history had been exposed. “I’m Thomas Jefferson,” he answered.

One of the biggest issues in this election process has been American traditions and family values. Both sides have their own views, but both agree, traditions and cultural values will save our nation. Are traditional American values beyond question? I do not believe so. While I do believe that our founding fathers created the best nation the world has ever known, I do not believe that fact holds them above question either. The fact remains that many of the founders of this nation were slave owners. In their lifetimes, that was a part of Ameri-
"Are religion and tradition the sources we really want to draw on for our values?"

Unjustified Influence
By Ryan Waddell, Contributing Writer
During the course of my Babson experience, the phrase "They're really cracking down this year" has become engrained in my vocabulary. As a second generation student at Babson, you should believe me when I tell you that things have changed significantly over the years.

When the Wellesley community observes our campus, all they see are fast-driving, alcohol consuming, aggressive, young people. This frightens them. They also see their tax dollars supporting the fire and police stations, as well as other public services that the Babson community reaps the benefits from, even though we are a non-taxable, non-profit organization. What they seem to forget is how often they use our facilities. The Wellesley townsperson frequent our tennis courts. Two local schools get more use out of the swimming pool than we do (and at better hours of the day too). The surrounding community also uses the hockey rink and the entire Babson Recreation Center, which is unaccessible to the students here at Babson. They also have extensive use of the resources at the Babson library, free of charge. Far more important than their use of our resources, is our use of their resources; the local businesses gain heavily from our spending of the almighty dollar. I know I spend at least $200 per month off campus. Going under the assumption that we as a community average half of that, that would mean that as a group we spend more than $1 million every college year in the surrounding towns. That figure does not even include the amount off-campus students spend, which would raise the average considerably.

What the Wellesley community is doing is taking us for granted, and somehow our administration is letting them. So, I am going to give our administrators the same advice any girl would, be firm. Understand that it is not entirely the fault of the present administration, although they could show a little more backbone. It is more a legacy of administrations dead and buried, as well as the incredible sense of pomp and self-righteousness that the town of Wellesley imposes on us. It is fairly obvious that our administration succumbs too easily to the wealthy community that surrounds this campus. The Babson community should be exactly that, a separate community. The spirit and tradition of Babson should be carried out in the manner in which Roger Babson intended it: an entity that adheres to its own by-laws, its own social structure, and a jury of its own peers. This is why the address of the college is Babson Park, not Wellesley, Natick, or Needham.

But what exactly is the cause of my discontent? What bothers me the most is the alcohol policy. When my older brother attended this fine institution a short time ago, the social life was thriving. The walk across campus from one party to another was not impeded by the concern of getting busted by Babo. Unfortunately, the local townspersons were not able to control their own high school age children, who often attended Babson social events and drank with the college students. These infractions of their own shortcomings produced a hatred of our community by the local townsperson. This hatred, in turn, caused them to pressure our administration into becoming as strict as a catholic school nun.

Now, in the wake of an attempt to construct a new housing facility on campus, the surrounding community is once again bullying our administration. The result being the new fire alarm regulations. In case you haven't heard the buzz on campus, allow me to inform you on what I have heard. The town of Wellesley proposed a 24-hour guard on all of the fire alarms on campus that would be carried out by an RA staff that is already understaffed. In addition to the guards, they propose that all the residents of a hall be kicked out of housing should a false alarm be set off. Curiously enough, this year's campus wide campaign run by the administration is social responsibility. We are a group of successful and intelligent college students. Is it too much to assume that we can control our own actions? Apparently it is. Hence, the mother-like attitude of the administration and the stepmother-like attitude of the Wellesley community. In light of this I pose a question to the whole of our community: can we ever learn to be socially responsible if, even as adults, we are treated like children?
Letters to the Editor

Dear Editor,

Thank you for the opportunity to introduce the Quality Office of the students at Babson (Oct. 1 issue). We welcome student input and encourage anyone with questions about Total Quality Management (TQM) or the program here at Babson to contact us.

We wanted to offer a few points of clarification on information in the article:

1. The three-day introductory workshop is designed for administrators, not faculty members. To date, 149 have participated. We will be working with the faculty to develop quality applications that will advance academic goals.

2. One of the major concepts of Quality is that the people who do the work are in the best position to improve the work process. Therefore, the Office of Quality will not be improving the student loan process, the enrollment process, or modifying the Office of Career Services. Instead we provide employees with tools and concepts that help identify and solve problems in a systematic way. The employees apply these tools and concepts to their own work.

The office will hold an Open House on October 22, from 8:30-4:30. Students are invited to drop by any time throughout the day, ask questions, and find out more about TQM.

Sincerely,

Susan West Engelkenmeyer, Director
George Covicino, Director

Editor's Note: Letters to the editor should be submitted to Box 140 by Monday of the week of publication. Letters must include the name and telephone number of the author to be printed. A letter may be published anonymously if specified by the author.

Across the Campus

South Basement


Maple Manor

Emet, I promise I won't write about anything that happened. Lanu stop playing with the keychain and promise you won't leave Linda. That must have been a wild party because the memory lingers (on the front steps). By the way, Lisa D. was that you on the floor at the President's Ball? Laurenn did someone slip something in your drink or are you just naturally weird? Nicole, dude, that movie was so scary. Yuck, Charlene, what are you cooking now? Sharon what did you and Scott do all week-
Inside the Beaver?

By David St. Martin and Christopher J. Tieman, Contributing Writers

Welcome to our article.

We've been gone away for a while and we have some questions we thought that you may like to think about:

Why do the short girls on campus hang around together? Why do nerds always seem to be in a rush on campus? They can't possibly be going to class late all the time, could they? Why does your nose run and your feet smell? Does anyone in Putney Hall know anyone else (in Putney Hall)? Not as equals, but equals? Is Oz and Oz at the same time, or is it? Why do we say that the alarm clock went off when it really went on? What is a puck; why don't they just call it the flat black round things? Does anyone go to Pub Night on Thursday anymore? Is anyone else sick of hearing "Brown-eyed Girl" and "Oh What A Night" at the dances any more or is it just us? Was anyone sober at the Presidential Ball?

Why is the pasta bar in Trim not well publicized? It gets to be pretty aggravating when you load up your tray with food that you don't even want, you sit down and then realize that there is a Pasta Bar. Usually the food that ends up being served is a Pasta Bar isn't that good anyway, so why don't they just serve Pasta? Then again, maybe we should look for the thing when we come down the ramp instead of pretending that we're models walking on a catwalk in a fashion show. Remember, when you walk down that ramp, at least twenty people have their eyes on you regardless of who you are, so don't pick you nose and try not to pick a wedge, unless you want to be obnoxious.

Why is it that your nose drips (runs) at the most important times. You could be breathing clear all day but the minute you sit down to take an exam the thing will just start pouring, and of course you don't have a tissue. It's at these times you hope that you wore a long sleeve shirt, one you don't really care too much about anyway.

The Presidential Ball was a great time. We saw some ugly slobs take a little pride in their appearance for once, but was it us or were people trying to walk through everybody on the dance floor? We were bumped so many times that it got to be pretty annoying. Good thing no one spilled beer on our new suits this year, NOT!

Wouldn't it be great if someone on the People's Court jumped the bench and just completely went berserk on Judge Wapner. The guy has it coming to him. He has the biggest attitude. It's not like Romy could even do anything to stop someone from introducing their flat to Wapner's face, the guy is something like one-hundred and two years old (we saw that on Willard Scott's weather report a couple of months ago). Hopefully Doug LaLuellen would get involved. We'd love to see him get popped too. Is that his real hair? Some of the people trying to settle their cases on that show are complete morons though, don't get us wrong.

One last question, Do we have to be lifelong friends with the people in our Orientation groups? 'Til next time...

The Talented Dancers of the Dance Ensemble

By Ahmad Aslam, Staff Writer

Babson Dance Ensemble, co-recipient of the 1992 Outstanding Organization of the Year Award, is one of the only two performing arts groups on Babson's campus. It was started four years ago by Kristin Prigmore, who graduated last May. The Ensemble now performs dances in styles from hip hop, lyrical, ballet, modern to reggae, Latin American and African dance.

The Dance Ensemble is a non-profit organization run by Babson students. Debbie Chaffin, a junior, is President of the organization. She is aided by Vice President Ann-Marie Gentile, Director of Off Campus Public Relations Nancy Boudreau, Director of On Campus Public Relations Viviane Pacombe, Treasurer Marieke Connors, Secretary Sue Rizza, and House Manager Nancy Campbell.

This year the Babson Dance Ensemble had 28 returning dancers, most females. Eleven of the members graduated last May. Early this semester, 17 new students were selected to join the Ensemble, nine of which are males.

Babson Dance Ensemble is a group of students comprised of very technical dancers to dancers with little experience. Debbie, praising the members said, "all the choreographers and the dancers Continued on Page 14 Dance
The source of upcoming happenings and events around town.

Continued from Page 13

Tobacco taxation: public reporting of corporate tax information...what is your opinion on the issues?

BOSTON, Mass.—A Tuna Christmas" is playing now through November 25th at the Shubert Theatre, 205 Tremont Street, Boston. Performances are Tuesday through Saturday at 8:00 p.m., Thursday and Saturday matinees at 2:00 p.m., and Sunday matinees at 5:00 p.m. Ticket prices range from $19.50 to $34.50. To charge tickets call TELECHARGE at 1-800-235-5125.

Yakov Smirnoff, who is best known for saying "What a country! Here you can always find a party. In Russia the party always finds you," is performing at Boston's Comedy Connection at Faneuil Hall October 25th through the 26th. Performances start at 8:00 and 10:15. Cover charge for both performances is $10.00. For reservations call (617) 248-9700.

"A Tribute to Women's Literature," a panel discussion sponsored by the Women's National Book Association in celebration of its 75th anniversary, will be presented at the Boston Public Library October 25th at 6:00 p.m. The panel will be moderated by Boston Globe Book Editor Gail Caldwell and comprised of authors Paul Brooks (The House of Life: Rachel Carson at Work), Elinor Lipman (The Way Men Act), and Ruth Perry (The Celebrated Mary Astell: An Early English Feminist). The discussion will be held in the Rabb Lecture Hall and is free and open to the public. For more information, please call the Boston Public Library at (617) 536-6000 extension 336.

The Boston Symphony Orchestra's South American Tour Itinerary will be presenting Bernstein's Symphony No. 2, "The Age of Anxiety" and Beethoven's Symphony No. 7 October 24th at Symphony Hall. October 25th Mendelson's Suite from the incidental music to "A Midsummer Night's Dream" and Mahler's Symphony No. 1 will be performed.

Internationally acclaimed for his virtuosity, musicianship, and heartfelt romanticism, Michael Levin will perform at the Boston Conservatory's Seully Hall on October 24th at 8:00 p.m. His program will include Clementi's Sonata in F-sharp minor, Brahms' Four pieces, Op. 119, Grieg's Piano sonata and Chopin's Sonata in B minor, Op. 58. This performance is free and open to the public. For more information please call The Boston Conservatory at (617) 556-6840.

October 25th, rain or shine, there will be the Walk For Women's Safety, sponsored by WBZ and Shawmut. The 10 kilometer walk begins at the Hatch Shell to benefit Jane Doe Safety Fund which provides funds to help battered women and children in Massachusetts, and educational programs to help end the cycle of domestic violence. Registration begins at 11:00 a.m. The walk begins at 1:00 p.m. For more information and registration papers call 1-800-235-WALK.

Voter Information

By Amy Toll, Features Editor

For those of you who are planning to vote, but are confused about the four questions on the ballot, here is a brief idea of what each question means.

Question One is a tax on cigarettes and smokeless tobacco. A yes vote would establish an additional tax on cigarettes and smokeless tobacco and place the money raised into a new state Health Protection Fund. A no vote would not establish an additional tax on cigarettes and smokeless tobacco, or create a new state Health Protection Fund.

Question Two is the public reporting of corporate tax information. A yes vote would require certain banks, insurance companies, and publicly traded corporations to file public reports listing certain information from their state tax returns, and would require state officials to release information on state tax expenditures. A no vote would make no change in the reporting of corporate tax information or state tax expenditure information.

Question Three is requiring reduced, reusab e or recyclable packaging. A yes vote would require most packaging used in Massachusetts to be reduced in size, reusable, or made of recycled or recyclable materials. A no vote would not require most packaging used in Massachusetts to be made of recycled or recyclable materials.

Question Four is a tax on oils and hazardous materials. A yes vote would establish the proposed tax on certain oils and hazardous materials and place the money raised in to the state Environmental Challenge Fund. A no vote would not establish the proposed tax on certain oils and hazardous materials, or place the money raised in to the same Environmental Challenge Fund.
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