Force/Add Eliminated

By Tom Broderick
News Editor

Force add forms are no longer here at Babson. The reason for their departure according to Dean of Undergraduate Program, Chris Hennesey, is that the system was inefficient and that hopefully this new method will be better. Dean Hennesey states these statistics for his conclusion: this spring 703 drop/add forms resulting in 1682 transactions, 259 force/add forms resulting in 487 transactions, a total of 2149 transactions which is 30% of this past spring enrollment. Problems that were arising from force/add was cancellation of classes.

very few students in some classes, and in other classes a capacity of 60 to 65 students.

Students will get accommodated for courses that deal with their major. Also, students with special scheduling problems will be administratively accommodated by the Undergraduate Office prior to drop/add week. The capacity level at course selection will be capped at three below its normal level. The purpose is to add more flexibility during add/drop week.

Sleepers courses will also no longer be available for students at course selection. Only students presenting forms with prior written approval from Dean

Continued on page 4

COLLEGE SNAPSHOT

A LOOK AT THE STATISTICS THAT SURROUND US

See Right Perspectives page 3 for more intriguing political debate.

Presidents' polls Approval ratings of last five Republican presidents after first year in office.

<table>
<thead>
<tr>
<th>President</th>
<th>National</th>
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<tr>
<td>Eisenhower</td>
<td>80%</td>
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<td>Nixon</td>
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<td>Bush</td>
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Wellesley firemen contain brush fire behind the Coleman parking lot.

Photos By C.B. Rice

What's Inside...

Special Founder's Day Pull-Out Section!

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Wellesley firemen contain brush fire behind the Coleman parking lot.

call went out to Wellesley Fire Department. The fire ranged from about 50 yards west of the Coleman parking lot to the top of the hill near the Babson Recreational Center.

Two fire trucks arrived at the Coleman parking lot and one by the Recreational Center. The trucks at Coleman had to hook up their hoses at McCullough, this is the reason why Map Hill Drive was closed at this time yesterday, and was the only problem the fire department had. Captain Ed Haruncz led the two fire trucks at the Coleman end and Commander Chief Steven Black was in charge of the truck up at the Recreational Center.

To this point there is no explanation as to how the fire was started. Once of the Wellesley firemen said that anything could have started the fire, someone being careless with a cigarette could have started it. Chief Hackett said he has no idea how the fire started. However, during the spring and the fall seasons brush fires are more likely to occur because of the land being more dry than usual. "The firemen did a real nice job," said Dr. Ellis. One fireman said it was a normal brush fire. Chief Hackett will talk with the Wellesley Fire Department today. He said the matter will be looked into further.

Both Chief Hackett and Dr. Ellis, Assistant Director of Business Affairs, appreciated the fire department's work at containing the brush fire.
Profile of the Week

L'oumo Fashions

By James R. Angtr
Business Editor

For an example of a student business that is tailored for success, turn to Asif Khan and his business L'oumo Fashions. This enterprise provides handmade, custom-designed suits and other attire at deep discounts.

Khan came up with the idea for his business last summer, after receiving positive comments about his suits, which he had brought back from his home country of Pakistan. Figur- ing he could take advantage of the inexpensive labor and materials in that country, Khan had his business licensed at Babson earlier this year.

Customers bring in any design they may come across in a catalogue or elsewhere, which are then sent to Pakistan for fabrication. The customer will pay 50% of the value of the suit up front, and the remainder is to be paid upon receipt. Khan says prices can be as much as 70% lower than suits of similar quality purchased in a typical men's shop. Alterations are offered free of charge. Khan stresses that it is not only suits that he offers, but also shirts, ties, slacks and overcoats.

Khan would hope for few "alterations" in the income statement—i.e., sales are good. The interviewing season, in particular, should prove to be a good time for sales. His market consists primarily of Babson students and graduates who have heard of the business via word-of-mouth.

L'oumo should see an expanded market soon, as Khan hopes to get an import license with a high quota. This would allow him to fill large-scale orders from department stores, who have approached L'oumo with requests for 500-600 suits. In addition, Khan is considering expansion to the women's clothing market as well, as he has an aunt who owns a boutique in Pakistan. He would also like to expand his sales to other schools, but that, according to Khan, won't take place for 3-4 months, lest he be faced with a backlog of unfilled orders.

Khan, a junior majoring in Accounting/Communications, says he plans to obtain his C.P.A. and work in the U.S. He says his Babson education has been a practical one; in particular, he points out that courses in accounting and communication have been of the most help in running his business, especially in dealing with red tape in the "outside world." "You will use your Babson education," Khan states. Khan also attributes his success to the professors who helped him out in starting up the business and in giving advice regarding customs and other issues. Lastly, Khan believes that Babson's competitive nature acted as a catalyst to inspire him to undertake his venture, which he had viewed as a longshot before giving it a try. He stresses: "If you have an idea, explore it," even if it seems unfeasible at first. "Give it a try," intones Khan; "nothing is impossible..."

A Yen for Change

By James R. Angtr
Business Editor

One would expect U.S. stocks to rise in the next few weeks, with what with the huge pool of capital that Japanese investors are anxious to have invested in countries other than their own. Japan's plummeting financial markets, precipitous currency and relatively low interest rates are increasing Japan's yen for stable, dollar denominated investments.

Over the past three months, Japanese share prices have lost about $900 billion in value—about 22%. Despite this drubbing, price-earnings ratios there remain at about 46. This gross overvaluation should certainly act as a deterrent to anyone thinking of investing in Japanese securities, despite last Monday's upward correction.

The descent of the yen seems impervious to the vigorous intervention on the part of the central banks of Japan and other nations.

For the price of a roll of film, we can develop programs for the elderly.
True Value Investing

By James R. Auger
Business Editor

As I sit here, drafting this article, a bit of irony comes to mind. I'm about to defend the Bush administration as it takes a political stance that is more "liberal" than the policies advocated by some Senate Republicans. The issue in question is art censorship, and the "conservative" viewpoint is again pushed by North Carolina's Jesse Helms (and unhappily, by the Administration) as actually statuesque, since it seeks the curtailment of free expression. Helms proposes to withhold NEA funding for works of art deemed "offensive," as per "community standards." This proposal caused an outcry from artists, art patrons, journalists, and others in similar fields, who claimed that such an action constitutes censorship. Nowadays, conservatives should acquire any form of censorship, if they are to apply a consistent epistemological framework to any political issues that come their way. This means that freedom and capitalism must be defended on a philosophical, not a popular level. Inconsistent premises lead to inconsistent actions.

When consistency is achieved, the purported defenders of freedom should realize that they are on the wrong side of the issue of censorship (along with other social issues, such as abortion and flag burning). Granted, for some fighting for the free expression of the purveyors of those views which we should hold to be blasphemous is not encouraging; but every read to statism has started with the suppression of the rights of the least popular segments of society. The defenders of censorship have proclaimed that a work, when "taken as a whole," must be of "prudent interest" to the average person, "applying community standards." The words "taken as a whole" smack of moral collectivism. What are "community standards"? Who decides what they are? Who is the "average person"? These voids are surely to be filled in by the government, particularly by judges who have rejected the tenet of original intent, and read into the law any moral content suited to them. We should do a double take when liberals are decrying free expression and conservatives are speaking as though the unit of concern were the community—i.e., the collective. We must reject any efforts by officials on either side of the aisle to prohibit free expression. I quote Thomas Jefferson: "I have sworn eternal hostility to every form of tyranny over the mind of man." Just as importantly, the present controversy is nothing more than a symptom of undue government interference. If we had a separation of economics and state which we should have, for many of the same reasons we have the separation of church and state, such a problem would never exist.

More specifically, this means getting the government out of the market. As is the case in any welfare measure, when any government is relied upon for financial or other assistance, it gains a dangerous amount of power and control. Such is the case with the artists who are subsidized by the government.

The other company is Nature's Sunrise, a producer of Symphony Group. Products—the largest en- capulator of herbs in the U.S. Herbs have been used for 3000 years in China. Last year, they had a 20% increase in earnings and their growth should be impressive. Last Friday, they closed at 12 3/4 on the NASDAQ. Their Price/ Earnings Ratio is only 16, with a growth rate of 25-35 pretty great. With $7 million cash on hand, no debt, only $8 million shares outstanding, you're really only paying $11.35 a share for projected 1990 earnings of $1.00-1.10 per share. In addition, the company is buying back shares. Another well-known and respected money manager holds a position in Nature's—Peter Lynch. But then again, with over 1,800 stockholders in Magellan, what doesn't own?

Please feel free to comment or ask questions. I can be contacted at 1205c 12th St. 2344.
Babson News

All The News On Campus And Off

Force/Add Eliminated

Continued from page 1

Dragon for either a petition for a full course or an independent research will be placed in a sleeper at registration. Dean Hennessy believes that this policy will make students think more about their schedule before course registration. Also, he hopes it will reduce the chaos during add/drop week. Both decisions were made by a committee which included: Dean Hennessy, Dean Dragon and Undergraduate Registrar Suzanne Gordon. A reminder to freshmen from Dean Hennessy, to talk to your faculty advisor before you register.

Student Employee of the Year

By Tom Broderick
News Editor

Freshman Russell Washington was recently selected as Babson's "Student Employee of the Year". He advances to the statewide competition later on this month. The competition is sponsored by the Northeast Association of Student Employment Administrators in order to recognize the outstanding contributions made by student employees. The competition's selection criteria include reliability, quality of work, initiative, disposition and contribution to employer. Russell was extremely surprised when he heard the announcement that he had won because he didn't know that he had been entered. Russell Washington believes in trying to do the best job possible, he hopes others believe in this philosophy. Washington's award is due to his work at the school of Executive Education. Pam Jones, Russell's supervisor, says he is a highly valued employee, whose professional approach blends well with the professional environment of executive education.

Russell Washington wins Student Employee of the Year Award

Russell is from Chicago, Illinois and has a strong academic background graduating from Phillips Exeter Academy in New Hampshire. He is socially conscious of cultural issues and his decision to come to Babson was to obtain financial stability so that he can spend time with these issues. Russell is paying his own way through school which he says is rough.

The runners-up of the competition were Laurie Maggiori and Ellen Brusie. Laurie works as Senior Admission Assistant in the Undergraduate Admissions Office and Ellen is the Systems Assistant for Financial Aid. All three students will be recognized at the annual Awards Banquet. Good luck to Russell Washington in the statewide competition.

Student Government Highlights

By Tom Broderick
News Editor

Karen McCarthy, guest speaker, spoke about the 10th Annual Hunger Cleanup which will be held on Saturday, April 7 from 10:00 a.m. - 1:00 p.m. If you would like to participate or have questions about the event, contact Karen at x4488.

Ricardo Betsancourt was announced as the new President of the Chamber of Commerce. Parents Weekend is April 6-8. Dealers are still needed for Casino Night Call Mike at x9041, Matt at x4697 or of Faith at 257-4910. Tenure Committee formed. Amy Carol is the chairperson.

The Radio Committee is proposing a Carrier Current station in which the signal is sent through electrical wires on campus to the Residence Halls and is received on an AM frequency. The cost of the station is $24,575. Feedback of questions concerning the station can be given to Bill Niejdil at x8063.
Total Eclipse of the Sun!

By Jerry Weene
Staff Musician

Skid Row - Last week witnesses reported an unexpected, unexplainable total eclipse of the sun! Skid Row astronomer genius Albert Einstein stated that $E=mc^2$.

One witness, Seymour Kreliborn who works at Mushnik's Skid Row Florist Shop, related the event this way: "I was walking in the wholesale flower district one day, and I passed by this place where this old Chinese man, he sometimes gives me weird and exotic cuttings. 'cause he knows, you see, that strange plants are my hobby. Well he didn't have anything unusual there that day, so I was you know going to walk on by, when suddenly, and without warning there was this total eclipse of the sun - it got very dark."

Dentist Acquitted!

By Tim Devaney
Staff Producer

Skid Row - In a brutal 5 week trial, jurors acquitted Orin Scriverlo, D.D.S. on charges of operating a dental practice while under the influence of illegally obtained substances. Complaints were filed with the District Attorney's office that Scriverlo "abused patients with inhumane acts of pain and suffering."

Judge Wapper dismissed the case on the grounds of circumstantial evidence and lack of complaints willing to step forward and testify. Scriverlo, Skid Row's only dentist has resumed his practice, "I'm looking forward to returning back to work, I can't believe that people pay me to do this!"

Scriverlo's lawyer, the famed Marvin Mushnik (whose brother operates Mushnik's Skid Row Florists - the once Nobel prize winning botanist who has sunk to oblivion here on Skid Row) was reportedly saying, "We kicked butt!" Apparently Scriverlo traded Mushnik one year of free dental examinations for his services.

Little Pub of Players

By Rich Grief
Staff President

The cast of the Babson Players production of Little Shop of Horrors will be appearing this Friday night at Roger's Pub in Park Manor Central.

This is sure to be an evening of fun and entertainment for all, as several members of the cast perform skits from the show.

UFO Sighting

By Toni Clayton
Staff Assistant

Numerous reports were filed by several Skid Row bums this week, that they saw UFOs or space ships of some kind land here in Skid Row and depicted "funny looking bytraps." This reports were dismissed by Inspector Joe Friday, "seeing as how the bums couldn't see straight. We put 'em in the detox center."

Babson Players Presents Little Shop of Horrors!

By Pat Peen
Staff Voice

In what is sure to be an outstanding success, the Babson Players are presenting their biggest performance ever next week (April 5, 6 & 7) at Knight Auditorium.

Little Shop of Horrors is coming to Babson! Starring as Seymour Kreliborn is senior Bob Collins. His love interest in Donna DeMocker as Audrey, Lou Ross plays Mr. Mushnik. Other characters include LeAnne Aucoin, Dina Lettuce, April Hamilton, Sebastian Mecozzi, Jeff Hines, Marc Basch, and Joe Crowley as the manipulator of the famous Audrey Two. Little Shop is directed by Tim DeJanel and Jerry Weene is the musical director. This show is produced by Paul Pen, Stephanie Baker and Marc Basch. Lonny MacDougal is the puppet manipulation trainer. This is sure to be one show you will not want to miss. So well see you next week and remember, don't feed the plants!
In Our View...

Next Wednesday is Founder's Day here at Babson College. This is a day set aside by the school to accentuate the business philosophy that is inbred on this campus. Of course many of those in the liberal arts department scoff at the importance of this day, it is nonetheless of great importance to the very image of Babson College.

While the loss of Ross Perot as Founder's Day guest came as quite a devastating blow to our perceptions of this great day, we are still pressing forward with two outstanding speakers and entrepreneurs as well as a host of successful alumni whom we can glean from.

I especially look forward to Paul Fireman of Rebook in light of the recent sneaker ad bungle.

Babson College represents the values of business that this school epitomizes. It is very sad that so few students take advantage of this event. I often wonder why students come to so specialized an institution and don't take advantage of some of its rich resources. I wish to implore students to take a long hard look at what Founder's Day means to them, afterall, it is in honor of our school's namesake, Roger Babson. While you are here make the best of what's being offered to you, you'll regret it in years to come if you do not.

Sincerely,
Bob Collins
Managing Editor

Guest Forum...

By John Harrington

Mr. Harrington is a Junior from California.

If you would like to write for our Guest Forum, please contact us at Box 140 or 4229.

For the price of a penny stock, we can invest in the homeless.
Letters To The Editor

To the Editor:

Last week's IN OUR VIEW was a hideous misstatement of fact. We were outraged by the grossly inaccurate article written by Managing Editor Bob Collins. The editors of the Free Press should attempt to set a better example for the rest of the Free Press staff.

It is unfortunate that neither Bob Collins nor Lon Rees took either the time or the effort to obtain and read a copy of the rewritten Greek Housing Policy before making these unfounded comments. The Greek Housing Policy concerns the new housing policy for Greeks with towers and members of the Residential Life staff. This policy affects not only ZBT, but TKE, RKG and SK as well.

Had the editors read a copy of the revised policy, or interviewed any of the Greek Presidents before writing the article, the situation could have been accurately described. Bob wrote:

"That freshmen can supersede sophomores and juniors for premium housing by the simple choke choice of a Greek president who decides who gets what." This is not true. In order for the President of the Greek Tower to talk to a Non-Greek to live in any of the four Greek towers, Non-Greeks must be a junior or a senior who is eligible for college and must be selected by the Greek Tower officials. This is a revised agreement clearly states that freshmen and sophomores Non-Greeks cannot be selected to live in the Greek Towers. Contact within the contract is a written hierarchy of Greek Tower eligibility. The list is as follows:
1) Senior Brothers/Sisters
2) Junior Brothers/Sisters
3) Senior Non-Brothers/Sisters
4) Junior Non-Brothers/Sisters

All fifteen rooms in the tower must be filled according to this progression. Should a room become vacant during the year, the President has five working days to fill the space. Second semester freshmen Brothers and Sisters are only considered eligible to live in the Towers if they are filling a midsemester vacancy. The revised agreement allows current freshman and sophomore Brothers and Sisters to choose to live in their respective towers during this semester's room selection process; now all they have to do is inform their President of which room they prefer—filling a vacancy in their tower.

Responding to the Free Press's concerns about whether preferential treatment is fair in light of other members of the community, we would like to remind the campus that Greek Organizations are sui generis, requiring different facilities and adhering to different standards in order to flourish. The ability for Greeks to live together is a cherished privilege. It helps build longstanding relationships which last for many years. The right to live together is as important to Greeks as the letters which represent each organization. Concerning the validity of this "preferential treatment," Greeks on the part of Residential Life, we as Greeks do provide the Babson Community with various social events and philanthropic efforts; which serve to better Babson's overall image and the image of its students.

March 22nd's IN OUR VIEW was a completely inaccurate perception of Greeks in general and ZBT in specific. The next time the Free Press disguises an opinion piece as an article, may we suggest that the editorial board research the facts and not base the article on hearsay.

Sincerely,

Craig D. Gardner '92 ZBT
Jeff D. Fine '92 ZBT
Dave King '91 TKE
Joe Passanante '91 TKE
Tina Pizzuti '91 SK
Rebecca Shaghahan '91 RKG

Letters to the Editor and guest editorials are welcomed, provided the material is typed and not longer than 300 words. All submissions must be signed with the writer's name, address, phone number and class standing. The Babson Free Press reserves the right to edit or reject any submissions. Names will be withheld upon request, as long as author's work is verifiable. Confidentiality is assured.

To the Babson Community:

Do you feel at all cheated with the $24 portion of your student activities fee being wasted on such boring, unknown, and forgettable events such as a Mark Robin, Re-Orientation party, All For Fun, and The Lexon String Quintet and not being able to do a thing about it? Well, we tried to do something about it by attempting to join the elitist, snobs group known as the PROGRAMMING BOARD and help bring better, more enjoyable events that will arouse school spirit on further the community feeling. We were willing to volunteer our free time to help our school. We filled out the required form (known by the PB as an application) letting them know of our interest and willingness to help. On the form we answered such ridiculous questions of why we want to join (because we want to volunteer our time to help the school), and why we are qualified (as Babson students we are qualified). Then we sat through an interview which should have been called an interrogation and were asked such questions as: "why do you think you should be on the PB?" We were not worthy enough to be a member. Finally, we received letters telling us our talents could be better utilized somewhere else. How do we argue, self-righteous "ΦΦΠΔ" know our talents aren't being utilized on their board if they don't give us an opportunity? If it seems like we are a trifle bitter, we are. Not getting in to the Programming Board is like being turned down to do community service for a soup kitchen in Ethiopia. A group that receives so much of our money has an obligation to allow us to participate in the use of that money. By restricting its members the Programming Board is an arbitrary body. Also, with the continual winding of our money on bad events, it is time for this group to be exposed.

Sincerely,

David Smith '92 and Michael Fernagle '92

Photo Essay

How can Babson improve its liberal arts division?

Sean Doyle '91, Management: "By making sports medicine a four credit course.

Chariene Brenner '90, Marketing/Communications: "By adding modern European foreign languages.

Scott Duchardi '91, Entrepreneurial Studies: "I personally would like more art courses.

Kareen Wallux '92: "Offer more of a variety of art classes like photography.

Bill Chisholm '92, Marketing: "Instead of having to concentrate in one area, we should be able to pick which Liberal Arts classes we take from the entire selection."
ANNOUNCEMENTS

Scholarship Notices
The Office of Financial Aid has application information for the following scholarships:
- Bob Babson Scholarship - Award of $2,500 to a student interested in the benefits field. Application deadline is April 1, 2000.
- Urban League/Furman Scholarship and Intern Program for Minority Students - $10,000 scholarships and summer intern opportunities will be awarded. Application deadline is April 15, 1999.
- Jewish Philanthropists - The Comtob INTERVIEWS Philanthropists awards grants and interest free loans to undergraduate and graduate students who reside in the Greater Boston area. The application deadline is April 20th.
The Automotive Hall of Fame is offering scholarships to students who have demonstrated above average academic performance and who have a commitment to a career in the automobile industry. Application deadline is March 30, 1999.

Student/Faculty Dinner
Each Wednesday night two or three faculty members will be at a reserved table in the Cafeteria to eat with students. This project was created by Residential Life and is designed to give both students and professors an opportunity to engage in small group discussions. The next dinner is on April 11th with Prof. Friesan and Jeffrey Ellis.

Business Plan Competition
The Center for Entrepreneurial Studies proudly presents the Sixth Annual Pitch Competition. Business Plan Competition. Leslie Chiao Babson '94 established the Charm Prize, a $5000 cash award, to honor his father, an entrepreneur and Babson alumnus. This year's competition will be held on Friday, March 30, 1999 in Thomas Hall 309 from 2:00-5:00 pm. We invite you to join us for this exciting event. For further information please contact Jim Murphy at x4577.

The Admissions Office announces its search for Senior Interns for the 1999-2000 academic year. Responsibilities will include meeting prospective students, visiting secondary schools, representing Babson at fairs, and returning email. A genuine interest in promoting Babson and good communication skills are the minimum requirements for this highly visible position. This is a paid Internship and requires a minimum of 16 hours per week as well as a commitment to Babson for the fall of 1999. Junior class who are interested must submit a resume and a letter of interest to the Admissions office by April 2nd. Please send your resume to the Admissions Office in Mustard Hall. When submitting materials, each student should include a transcript and a course schedule for the fall of 1999. Application deadline is April 2nd. Please contact Jan Zerbe at x4577 if you have any questions.

Attention Seniors: Represent your class in shloshment. Become an Alumnus Officer. Positions available: President, VP Treasurer, 2 class associates. Pack up nomination papers at the job booth until March 30th. Applications due on April 10th.

Babson Day
On Friday, April 30th, the campus will experience a temporary surge in population. Approximately 400-500 accepted students and their parents, will visit the campus as part of our annual Babson Day. The day will begin with a continental breakfast and a City Tour of Boston at Babson, we hope to get the appetite of those who are contemplating spending the next year with us. At 10:30, we will gather in the Barnum for an orientation session between 10:45 and 11:45. At 12:00 we will have lunch and time to network. At 1:30 we will proceed to the Village for the activities up until the party at 4:00.

Desperately Seeking Excerise Instructor
North Hill Elderly Community is looking for a responsible, dedicated, student to teach the Fox and Goose class. Classes meet Monday, Wednesday, and Fridays between 10:00am and 11:00am. Interested students should contact Kim Gerster at Beth Westley at 504-910-100. Salary is approximately $10.00/hour.

Part-time Jobs
The Financial Aid's assistant Employment Office has part-time jobs now listed on their VAX. Students are invited to view the CONS program to work on and off campus employment. Off campus summer jobs are also available as well. If you are uncertain with using the VAX, please stop by the office located to the lower level of Hollander to pick up a job application. If you have any questions, please contact Kim Gerster, coordinator of the OF Campus Employment Office, x426.

ACROSS THE CAMPUS

BRYANT
Thanks to all who attended the party on Saturday night, it was a big success. We look forward to doing it again before the end of the semester. Special thanks to Ed鮟man and all those who helped set up, clean up, and everything else. By the way, what the heck happened to the third shower head in the third floor bathroom? And why does the water get colder and colder every morning? We just thank God that Leon’s back.

COLEMAN
The underwear was flying Wednesday night. Second floor North as the lingerie party was a success. Watch out for those undies, Coleman bursts into Spring Friday night with a volleyball, cook out celebration...Be There Happy Spring, season and Kevin! Sunday should be interesting so watch for something crazy. We are awaiting the announcement of our General for next year.

COLEMAN HEADQUARTERS
Congratulations to Andy Berlorz who is being placed in Coleman next year. He can’t write sports stories but we know he’ll be a good RA...Who’s the next General? An announcement on that will be coming soon...tribute to anyone...Out work and responsibilities. Inc: Mrs. Pa lasage...Our new cult heroes are Archie Bunker, North, Pete Ritter and Bart Simpson. You figure it out yourselves with Babson? Wait and see.

FOREST
For the most part, this week has been quiet. We are all waiting for Spring to settle in permanently. Residents will be packing in Knight next week to see fellow F purposely "Little Shop of Horrors." Good luck to the entire cast and crew! Congratulations to the 1990-1991 Residential Life Staff. See you in the Fall.

Compiled by Andrea DeBlassi

MAPLE MANOR/GREEN GABLES
Everything went o.k. this weekend except for a couple missing fire extinguishers Friday night at the Manor. "What is all this white stuff on my car?" The good news is nobody has to spend the weekend locked up. News Flash: "New Babysitter Falls to Tell False Alarm. (Position available once again.) By the way, where was the shuttle on Sunday? It’s o.k. Scott, we believe you.

New Hall
Spring sports start this week. GOOD LUCK...Buck! Locking sharp sporting that bathtub and hat at the fire drill...Who really lives in room 5307? Congratulations Dan Zamore on VP Licensing...Who was a sporting set of stuff on the first floor?

GREEK
Greek Council would like to invite all Babson students to the semester's GREEK WEEK. On Saturday night, March 31, 6pm will kick off this Greek Week with a FUBAR Party from 5pm to 1am in the Fokusloam. On Monday, April 2nd, there will be a Greek Grand Slam in the Lavatore Lounge at 7:30pm, where you can learn to give a proper golf shot. Afters that back-rubs, there will be a Demos-dinner-dance for charity. Please contribute if at all possible. On Friday, April 3rd, there will be a Greek song competition. On Thursday, April 2, there will be a party with the Greeks at Malley’s for some cold beer and whenever. Again, all are invited. April is Greek awareness month for all community to come for all and meet the Greeks and have a blast at the same time.

KEITH
Glad to see everyone made it back to Keith after a fun filled week at the Midyear and Spring Break. Villanova to support and/or play rugby in the snow nonetheless? Can we talk ethics? Maybe next time. Keep your eyes open for the events in the next week. This past week Schenck gets all of his classic photos back...and for Luther Bible to see on state what’s in town.的工作. Happy Spring.

WEBSITE
Submit to Across the Campus on Mondays by 12 noon to box 140.
Tips on Dealing with the Chinese
By Adam Shaveritz
Contributing Writer

I learned many lessons during my two-year stint as manager of the Taiwan branch of a multinational trading company and semester as a student. How did I learn the intricacies of doing business with the Chinese, when most American executives living there had not (even after several years of residence)? I was a student, and I had to make mistakes (I made plenty of them) if I was to learn anything from them. I was culturally aware enough to know that I had made mistakes, I would then recount the occurrence to some close Chinese friends who would explain to me what I had done wrong and what the proper approach should have been. Just as important as understanding the culture, I learned the language which proved to be a tremendous advantage even if my host did speak English. The fact that I had made an effort to learn Mandarin greatly increased the respect the Chinese had for me.

Following will be a few of the social norms I learned which I found to be particularly useful in my daily life there. Remember that even being extremely polite by American standards is not good enough. You are dealing with a 5,000-year-old culture that is completely different from our own. Failing to realize this will only lead to frustration and failure in your business and social efforts.

The Chinese are very concerned with the concept of face "mianzi." Many of the cultural traits I will mention revolve around bringing face and not losing face. The closest concept in western culture to face is honor or esteem.

Whenever you are offered something like food or a dinner invitation you must refuse at first. A good way to do this is by saying "I don't want to trouble you, but I cannot accept your offer," then again you must decline. At that point your hosts will either agree to your rejection (meaning they really did not want to invite you, but gave you face through the offer), or ask a third time (they really want to invite you). Generally if asked a third time you are obligated to accept. By refusing the second time you are giving your host a way out without either side losing face.

You will often be invited to home cooked dinners. Unlike in the United States where one might bring an expensive bottle of liquor, a costly gift would embarrass your host. A small bag of fruit or box of Chinese pastry are adequate to express your appreciation of the invitation. Your hosts will inevitably refuse the gift at least twice but you must continue to insist that they accept it telling them it is only a "small gift" (xiao yi) until it is accepted. Remember you are honoring them by accepting their invitation and enjoying the dinner. Your hosts do not want you to feel that you owe them a gift.

My own experience is to eat whatever is offered and act as if it is delicious even if you do not like it. In fact many of the dishes which used sliced pigs ear, cow's heart, rabbit, dog, squid, chicken's feet and guts, etc. are quite tasty until you find out what they are. My suggestion is to remain blissfully ignorant of what you are eating at least until the meal is over. The Chinese also do not drink ice water (bing kan shui) with their meals. They are familiar with our customs and do not consider it impolite for you to ask for it. Usually soup is the only liquid served at meals in the home and it is drunk at the end of dinner. Before leaving be sure to express how much you enjoyed the meal in what we considered exaggerated terms by Western standards: "This is the best Chinese food I have tasted. You are an excellent cook."
HORRIFYING ENVIRONMENTAL FACT OF THE WEEK

Fact: Americans produce 154 million tons to garbage every year-enough to fill the New Orleans Superdome from top to bottom, twice a day, every day!

SOLUTION: 50% of this trash is recyclable!

Provided by THE BABSON ENVIRONMENTAL SOCIETY

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Features

If it's Happening, It's Here!

Celebrate International Style

By Kristin Green
Features Editor

The Festival of the World is the culmination of our multi-cultural week, the goal of which was to expose the Babson community to the various customs and traditions of nations worldwide. This week has been dedicated to understanding the changes that are now happening globally and the "cultural differences" occurring between countries.

This week has included "multi-cultural experience" workshops, a lecture about the Tienamen Square incident, a historical account of Barbados (a frequently traveled to yet poorly understood island), numerous opportunities to learn about work study and travel abroad, and finally, entertainment of all kinds, about various cultures.

The festival brings together the cultures of China, Japan, Germany, India, Argentina, Italy, Mexico and the United States in a final celebration of our melding world. Each of the participating countries will have a booth of their own and both a Bolivian band and Latin-American can band will also be performing. Food will be served and roaming artists will add to the festival atmosphere.

Finally, there will be a raffle and prizes will be awarded.

The festival takes place in the Pepatto Pavilion from 3pm to 6pm. Admission is free, so come and kick off the weekend with some culture.

Speech Speaks

By Helen Meldrum

This past Saturday, Babson hosted "The New England Invitational Speech Competition. M.I.T., Boston College, Emerson, Univ. of Southern Maine and other area colleges arrived with strong, senior teams. Still, Elaine Frazer, Dave Rauktya, Marla Tisch, Rob Howard, Bob Collins, Jeff Unger, Tricia Murphy, Chris Lingamfelter, Brian Hogan and Lisa George helped Babson to a fine showing. Tesch, Howard and Rauktya picked up outstanding novice awards in their categories and Frazer, Murphy, Howard and Rauktya earned final round trophies in Rounds Reading, Interpretation of Drama, Rhetorical Criticism, Persuasive Speaking and After Dinner Speaking.

The tournament was Babson's first experience holding a meet on campus and on this point, team President Elaine Frazer says, "We have enjoyed the hospitality of our neighboring schools so many times that we really felt it was our turn." Vice President Jeff Unger adds, "In the past these tournaments have been long and drawn out over the entire weekend. We showed the students and judges from other schools that Babson means business by holding all the rounds in one day. I feel proud that we have been able to establish Babson's academic reputation." In fact, Babson's top finalists are now eligible to compete at the national championship to be held in Minnesota next month.

The Babson team would particularly like to thank Professors Hobbs, Woolf, William, Carrill and Bachelder who were on hand to judge and help with administrative duties. A special evening exhibition by team members is being planned for sometime in April. For more information about the team, call Helen Meldrum at 53347.

Players History

By Charles Dickens

Barry Drake has been called a walking encyclopedia of music. Last year he presented "60's Rock: When the Music Mat- tered" to a standing room only crowd. Next week, the Programming Board brings Barry back to Babson with his newest multi-media presentation, "70's Rock: Good, The Bad and The Ugly."

As the 70's began, the Vietnam War, the Draft, and Richard Nixon were still with us, and so was one of the best Rock Music ever made! By the 1970's, the Beatles and the artists that followed in their wake had dramatically expanded the idea of what constituted Rock 'N' Roll. Groups like Led Zeppelin, The Grateful Dead, and Pink Floyd were just reaching their full potential in the early 70's. Singer-Songwriters like James Taylor, Elton John, and Joni Mitchell would make Rock Music a more loving and personal than ever.

By the mid-70's, with the end of the Vietnam Era, Rock was no longer the music of the counterculture. It was the culture. With this growth and mass acceptance, the "I'm not supposed to hit you with the music again" spirit of Rock 'N' Roll. Pop Rock and Disco. Punk and Reggae appeared and rekindled the outlaw spirit of Rock 'N' Roll. The early 70's, the New Wave explo- sed bringing experimentation and creativity back to Rock. "70's Rock: The Good, The Bad and The Ugly" will celebrate, exam- ine, clarify, and put into perspective ten of the most confusing and misunderstood years in our musical history.

The presentation will be held in the Pepatto at 7:30pm on Tuesday April 3. Tickets are $1.00 Babson, and $5.00 guests. Tickets may be purchased in ad- vance at the information booth. The first 30 tickets are free.

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Thursday, March 29, 1980
Flash's Forum

By John "Flash" Seckery Staff Writer

Because I was sick of people coming up to me in Trim and asking me, "Why don't you write the Forum anymore?", that's why.

Wow, how things have changed in Central base-
ment! Most of the old staff is gone from the Forum. I'll take it as a mixed blessing; now I have a whole bunch of new people to get to know! My old features editor, Rebecca "cow rider" O'Grady, has moved on to the lofty posi-
tion of Business Manager. Her replacement, roommate, Kristin "cat woman" Green liked the idea of having a little more humor and controversy added to her section. A "little?" Hmm. She didn't now me very well, now do she?

Now, what should I talk about? Trim? Well...alright, twist my arm. I've noticed that Trim has been trying to improve its image. They added a comment board, soft-serve ice cream, and Lucky Charms. Unfortunately, they also added a new line that you have to wait in. Try leaving lunch around 1.20. After waiting in line to get in, then waiting in line to get your food and drinks, you have to wait in line to get out! I thought that the State Tax Commis-
sion was the only organization that got you coming and going. At least you can say that they're thorough. You would think that people are gluttons for punishment. Actually, Trim would be the last place one would find any self-respecting glutton. Trim is the place; however, to find a little mayhem, especially on the weekend. If you missed the food fight on Saturday evening, you missed a doozy. In a battle that will go down in the record books as one of the messiest Babson has ever seen, the Coleman table was upset by a small group of individuals at the end corner table. Shouts of "Retreat! Retreat!" were sounded after about one minute, behind a chair until they run out of food defense. Many a Coleman wig was seen running from the dining hall with a A-1 sauce on their clothes and egg on his face. Here's to you Coleman...you know the rest.

Housing lottery numbers are out and it's funny how things like mine: you're probably searching the Globe real estate page for something in the Wellesley area. Ye, for the third year in a row, I have had a lottery number in the last 50 for my class. At least now I'm a se-
nior, so I can get into a suite. I feel bad for all those poor dudes who got displaced. Now that's a BIG screw. Well, don't go around thinking that all hope is yet lost. I was on the displaced list as a freshman, but I was let back on at the last minute. I even got to pick where I wanted to live, so you poor displaces just might make it yet. Then again, you might end up at Coleman Annex with the rest of the yo-yo.

How about those new SGA officers? It seems that the only pre-requisite for being president these days is a lack of experience and trouble with Public Safety. I refer, of course, to the legendary arrest made at one last season's hockey games where "Pitto do the right thing" Maugle was busted for the most hare-brained criminal person from Coleman can commit: robbing school spirit. Well at least he didn't blow anything up yet...

Now, do you remem-
ber who I voted for in the Executive V.P. slot? So much for US, being a compet-
titive institution. I mean, yeah, "give me the damn microphone" Zaslaw is popular and all, but there must be someone out there with a lighting spirit. People should never run unopposed for any election. I miss at least in Eastern Europe anyway.

I'm in high-society first-
class traveling set, I think I need a Lear jet. But I might put those plans on the back burner until I see how Craig "trim those bangs" Nesta performs his duties as God. What? He ran for V.P. Fin-
cance? Well, I was close.

Dan "Aquas-Velva" Zamar for V.P. Licensing? Don't ge me wrong, Dan's a great guy its just that he reminds me too much of any twelve-year-
old cousin. It wouldn't surprise me if I couldn't work with the SGA office and found him playing with Legos and counting his toes.

Matt "I'm not just V.P. So-
cial" really? Ben- docent doesn't have to wear his anymore now that he won his position. Maybe it was his Judge Reinhold im-
personation. Maybe not.

Mike "can you please turn that down? I'm trying to study" Carverino in our new V.P. Communications. I thought he didn't have a chance in politics because of his integrity problem: he has too much of it.

By Christopher Boyd Contributing Writer

The Horn Library recently announced that the Roger Babson Museum and the Sir Isaac Newton Room will be open to the public every Tuesday and Thursday from 2 pm to 4 pm, beginning March 14th. Located in the Archives area on the third floor, the library, the Newton Room and Babson Museum offer visitors new insights into the lives of these two great men.

On March 27, 1947, about 12,000 U.S. troops took Vung Tau, Mekong Delta, Saigon and the Mekong Delta region in the U.S. by Russia for $7.2 million. Through the efforts of the Secretary of State, William S. Bullitt, nylon and rubber became a $20 billion dollar business. The 450,000 mine workers began... other industries followed... April 1, 1948, the U.S.S.R. begins a blockade of Berlin's Allied sectors. March 29, 1953, Julius Rosenberg, his wife Ethel and Nathan Silver, all U.S. citizens, were found guilty of conspiracy to commit war-time espionage. The Rosenberg were sentenced to death, which the Soviet got 30 years. April 4, 1989, the U.S. launched its first weather satellite. June 1, 1987, the United States Senate voted to remove retired President Hirohito from the imperial family. August 15, 1945, Japan concluded V. William L. Calley of 16 premeditated murder of 14 Vietnamese civilians. On March 19, 1966. He was sentenced to life imprisonment on March 11, 1977... March 30, 1973, Vietname engineers launched the biggest attack in four years across the demilitarized zone... March 30, 1973, the U.S. troops left Vietnam. March 30, 1931, President Hoover signed the trade agreement in the chest by John W. Hinckley, Jr. would be assassinated, in Washington, D.C.
Submission Deadline Monday

NOON

CPR HeartSaver
Health Center 6-9pm
Traffic Court Trim 205

2:30 Economics Honor Society Tutoring Service Babson212 8-10pm
Undergraduate Registration K Annex 3:30-6:30pm
S.A.F.E.-Personal Safety on Campus Health Center 4:30-5:30pm

4:30 Founder’s Day
See Founder’s Day Pullout Page 13

5:00 Little Shop of Horrors K.Aud 7:30pm
ZBT Midnight BBQ

8:00 PA R EN WE E K ND
Little Shop of Horrors K.Aud 7:30pm
A Night of Jazz ‘The Key Notes’ Rogn’s 9:30pm-12am

Little Shop of Horrors K.Aud 7:30pm

Comics and Crosswords

Super Crossword

Answers found on Page 18
Babson College Founder's Day

Entrepreneurship

PAUL FIREMAN
Chairman of the Board
Chief Executive Officer
Reebok International Ltd.

SANDRA KURTZIG
Chief Executive Officer,
Chairman, and President
ASK Computer Systems

WEDNESDAY, APRIL 4, 1990
One o'clock in the afternoon
Richard Knight Auditorium

Come meet, hear, and question outstanding entrepreneurs

Founder's Day provides an opportunity to honor the memory of Roger Ward Babson, who founded this institution. Mr. Babson was an entrepreneur, founding the Babson Statistical Organization as well as several other businesses. In addition, he established three colleges to help educate youth in the fundamentals of business. Of Babson Institute he once wrote: "The Institute is for those who wish to pull the cart, not ride in it. The one person whom we do not want at Babson Park is the one who lacks initiative. Tilling and sweat are not enough for us; they must be combined with a willingness to try new experiments and to withstand the ridicule of others."
Paul Fireman
Chairman and Chief Executive Officer
Reebok International Ltd.

In 1979, Paul Fireman obtained the rights to distribute running shoes in the United States for a small, high-quality manufacturer of custom-built track shoes. Fireman recognized the potential of the century-old J.W. Foster & Sons and decided to take a risk on the Bolton, England company.

Three years later, the running shoes were doing a modest business. Fireman noted an emerging trend on the horizon—aerobic fitness. He introduced the first acrobatic shoe in the U.S. and quickly followed with a full line of garment leather aerobics shoes in a spectrum of fashion colors.

Subsequently, Fireman moved the company into new categories ranging from cycling footwear and apparel to children's shoes and women's fashion footwear—metaphorically and a full line of performance sportswear. This marketing strategy has made Reebok the hottest footwear and apparel brand in the country. By 1984, U.S. sales were at an astounding $66 million, up from just $1.3 million in 1982. In 1984, Fireman organized a buyout from the British founder and reorganized as Reebok International Ltd.

Reebok stock was offered to the public in 1985. Its shares were listed on the New York Stock Exchange, and the company continued its explosive growth, recording sales of $307 million in 1986, $519 million in 1988, $1.4 billion in 1987, and $1.8 billion in 1988.

Fireman's efforts on behalf of Reebok have not gone unnoticed. He has been named Ad Week's "Marketer of the Year," and has been named "Man of the Year" by the National Shoe Retailer's Association and Footwear News. He has also received the Academy of Achievement's "Golden Plate" Award.

What does the future hold for Reebok and Paul Fireman? With the purchase of Boston Whaler last summer, Fireman demonstrated that he is ready to move outside of the areas in which he has already achieved success.

Fireman considers education to be a vital aspect of the future. "What I hope we can instill is motivation. I believe that the way you're going to inspire people is by getting them to understand there is opportunity, and by providing an atmosphere where achievement is encouraged." Paul Fireman has certainly taken full advantage of the opportunities that have been presented to him by turning his company into the largest and most successful designer, developer, and marketer of high-quality athletic and casual footwear and apparel in the country.

Sandra L. Kurtzig
Chairman of the Board, CEO, and President
ASK Computer Systems, Inc

In 1972, the chief executive of a Silicon Valley start-up firm asked Sandra Kurtzig to write a computer program to track inventory for his manufacturing company. Perceiving this as a golden opportunity, she left her sales job at General Electric to start her own custom programming business.

To set up an office in the second bedroom of her apartment, Kurtzig used $2,000 in savings, bought a desk, chair, and filing cabinet, and rented computer time-sharing terminal. At the age of 24, Sandra Kurtzig, now Silicon Valley's leading female chief executive officer, founded ASK Computer Systems, Inc. Today she jokes, "In an area where garage startups like Hewlett-Packard and Apple were the norm, I couldn't even afford the garage."

Kurtzig decided at an early stage to focus exclusively on manufacturing companies. From my experience selling computer time-sharing services for G.E., I knew the manufacturing market and understood its potential. I saw a critical lack of software for the smaller manufacturer seeking to computerize their operation and decided to fill that need.

In 1978, after recognizing that software could boost hardware sales, ASK seized the opportunity and quickly became the world's largest reseller of Hewlett-Packard computers. The company later became a major reseller of computers for Digital Equipment Corporation. In the same year, revenues were $470,000. By 1981, with revenues at $13 million, Kuritzg decided to take ASK public. Company stock sold out immediately.

When sales reached $79 million in 1986, Sandra Kurtzig resigned as CEO and president. In February 1989, she resigned as chairman of the board to set off on personal pursuits that included writing an autobiography, spending time with her two sons, and building a house in Hawaii.

At the request of the board of directors, Sandra returned to ASK in September 1990. She assumed the title of CEO, president and chairman. "Sales were flattening," she said. "But more ominous was the fact that no major new products had been developed in many years. The company was coasting. I didn't come back to repeat what I've already done. ASK, with its 500 employees, is a new company, a $200 million startup with a solid customer base and the potential for becoming one of the most exciting companies in America. I plan to be around for the fireworks."

Recognized by Business Week editors as one of America's most influential business leaders, there is little doubt that Sandra Kurtzig will, indeed, be around for the fireworks.
THE DISTINGUISHED ACADEMY OF ENTREPRENEURS 1978-1989

Throughout the past 13 years, the Founder’s Day program has honored 44 outstanding men and women who, through their energy, enterprise, and innovation, have had successful business careers.

Panel of Judges:
Rober Bartley, Editor, The Wall Street Journal
John Browning, American Business Editor, The Economist
Malcolm S. Forbes, Jr., President and Deputy Editor-in-Chief, Forbes Magazine, Forbes, Inc.
John E. Martinson, Chair, Professor of Economics, Babson
Paul F. McPherson, Executive Vice President, McCormick Hill Publications

MEMBERS OF THE ACADEMY:
Wally Amos (1982), Founder, The Famous Amos Chocolate Chip Cookie Corporation
Henry W. Blalock (1983), Founder, President, and Chairman of the Board, HAB Block, Inc.
Alan Bond (1988), Chairman of the Board of Dailhoff Investments, P.P., Ltd.
Donald Borr (1985), Founder, People Express
Nolan K. Bushnell (1983), Former Chairman, Pizza Time Theatre, Inc.
Godfred Kirk Christiansen (1986), Chairman, LEGO Group World Wide (INTERLEGO A/S)
Gustavo A. Clancero (1981), President & CEO, Organizacion Diego Clancero
Trammell Crow (1986), Founding Partner, Trammell Crow Co.
John J. Cullinane (1984), Chairman and CEO, Cullinet Software, Inc.
Thomas Mellon Evans (1979), Chairman, Erman Industries
Henry Gerdy (1979), Former President & Chairman, Motown Industries
Frederic C. Hamilton (1983), Chairman & CEO, Hamilton Brothers Petroleum Corporation
John E. Hanes (1984), Chairman, Winwebbage Industries
Solichiro Honda (1978), Founder, Honda Motor Car Co., Ltd.
Mary Hudson (1983), President & CEO, Hudson Oil Co.
Kazuo Inamori (1988), Chairman of the Board, Kyocera Corp.
John H. Johnson (1979), President & Publisher, Johnson Publishing Co., Inc.
John R. Johnson (1979), Former President & Chairman, Texas Instruments, Inc
Roy A. Kroc (1978), Founder, McDonald’s Corporation
Mary Well Lawrence (1982), Chairman of the Board & CEO, Well, Rich, Greene, Inc.
Byung Chull Lee (1979), Chairman, Samsung Group
Lewis L. Lerman (1980), Chairman of the Executive Committee, Rite Aid Corporation
Royal Little (1978), Founder and Former President, Textron, Inc.
Edward Low (1988), Chairman, Edward Lowe Industries, Inc.
J. William Marriott Jr. (1968), Chairman of the Board and President, Marriott Corporation
Patrick H. McInerney (1989), Founder and Chairman of the Board of International Data Group
Heinz Niederfield (1984), Chairman, Nickel Computer, AG
William C. Norris (1982), Chairman & CEO, Control Data Corp.
Kenneth H. O’Grady (1978), President, Digital Equipment Corp.
Ueli Prager (1986), Founder & Chairman of the Board, Movenpick Holding
Frederick W. Smith (1983), Chairman & CEO, Federal Express Corp.
Michael W. J. Smurfit (1988), Chairman of the Board and CEO of the Jefferson Smurfit Group
Cari G. Sontheimer (1982), President, Cuisinarts, Inc.
Peter J. Sprague (1983), National Advance Systems
Sir John Marks Templeton (1987), Founder, Templeton International
Gilbert Trigiani (1987), Chairman & CEO, Bloch Mediterranean
Diane Von Fustenberg (1979), President, DVF, Inc.
Marcus Wallenberg (1984), Honorary Chairman of the Board, Skandinaviska-Enskilda Banken

*Deceased

STUDENT BUSINESS PLANS HONORED

Each year Babson College students compete in the Chamis or Douglass Entrepreneurial Business Plan Competition. Not only is Founder’s Day a chance to honor distinguished entrepreneurs, but it is also the day which student authors of business plans, on an undergraduate and graduate level are recognized.

The Philip Chamis Prize, a $5,000 cash award, is presented to the best individual or team that has submitted the most promising business plan. Written under faculty supervision and for credit in an independent study or entrepreneurial studies course, the plans are evaluated for significant capital gains potential, attractiveness as an investment, and the possibility for future successful implementation. This year there are four business plans that have been selected as Chamis Prize finalists. They are the following:

THE BOSTON FREEDOM TRAIL GAME
Erin Lehman

MASSCOPTER
Erik Foreman
Robert Haldeman
Berry Petrello

THE SVEN GROUP
Andrew Warren
Jeff Zarrentin

SHUTTLE QUARTERLY
Marc Steinberg
Andrew Jones
David Roff

This year’s competition will be held on Friday, March 30, 1990 in Tavern Hall Room 209, at 2:30 p.m. We invite you to join us for this exciting event.

For further information, please contact Kim Murphy at The Center for Entrepreneurial Studies (Room 211 at 5077).

The goals of the two contests are the same: to honor student entrepreneurs and hopefully give them return in the future as distinguished entrepreneurs.
The Academy Panel of Alumni Entrepreneurs

John J. Cullinane  
Founder, Chairman, and Chief Executive Officer  
Cullinet Software, Inc.

"Do things because they're right, not because somehow it's going to do something for you or it's going to be a clear thing to do. If you conduct yourself in the manner you know is right and forget the consequences, the net result is a great deal of personal satisfaction."

Donald C. Burr  
Founder, President, and Chairman  
People Express

"Management style is like an inverted pyramid with customers on the top, then the employees, then me. It may sound silly, but it emphasizes our priorities. The customer comes first."

Peter J. Sprague  
Former Chairman of the Board  
National Semiconductor Corporation

"It's rare to find a leader who can carry a growing company through all its phases. When you get into the one-to-two billion-dollar range, then you may find leaders with entrepreneurial tendencies, but in addition, they have real management and people skills."

Jeffry Timmons  
Frederic G. Hamilton Professor of Entrepreneurship  
Babson College, Distinguished Author, and International Expert on New Ventures

Schedule of Events

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<tr>
<th>Time</th>
<th>Event</th>
<th>Place</th>
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<tr>
<td>11:00 a.m.</td>
<td>President's Reception</td>
<td>Trim 207-8</td>
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<tr>
<td>11:45 a.m.</td>
<td>Luncheon</td>
<td>Trim 203-5</td>
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<td>1:00 p.m.</td>
<td>Plenary Session</td>
<td>Knight Auditorium</td>
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<td>Presiding: John E. Matthessen</td>
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<td>Chair, Founder's Day Panel Judges</td>
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<td>Greetings: William F. Glavin</td>
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<td>President, Babson College</td>
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<td>Entrepreneurs' Remarks to Student Body</td>
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<td>Presentations of Student Awards</td>
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<td>3:00 p.m.</td>
<td>Panel Discussions:</td>
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<td>Paul Fireman</td>
<td>Tomasso 303</td>
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<td>Sandra L. Kurtzlg</td>
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<td>Tomasso 202</td>
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<td>6:00 p.m.</td>
<td>Alumni Panel</td>
<td>Boston Marriott Copley Place Hotel</td>
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<td>Donald C. Burr</td>
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<td>Peter J. Sprague</td>
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<td>Jeffry A. Timmons</td>
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<td>Moderator: Robert M. Zakon</td>
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<tr>
<td>6:45 p.m.</td>
<td>Reception</td>
<td>Boston Marriott Copley Place Hotel</td>
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* Indicates open to the public and free of charge
GARFIELD®

by Jim Davis

PEANUTS®

By Charles M. Schulz

WHAT KIND OF A SHORTSTOP ARE YOU?? THAT BALL WENT RIGHT BY YOU AND YOU DIDN'T EVEN MOVE!

YOU DON'T SAY 'FETCH'!

QUICK, MARCIE, I NEED THE ANSWER TO THE THIRD QUESTION!

THERE IS NO THIRD QUESTION, SIR... WE DID THAT TEST LAST WEEK.

TIME FLIES WHEN YOU'RE HAVING FUN.

COME ON, CHARLIE BROWN... STRIKE THIS GUY OUT! YOU CAN DO IT! WE BELIEVE IN YOU!

I'VE ALWAYS BELIEVED IN YOU.

HYPOCRITE THAT I AM.

"Sure, I know the value of a dollar, Dad! That's why I asked for twenty!"
Les Miserables Opens in Boston's Shubert Theatre

By Bob Collins
Managing Editor

Phenomenal. Outstanding. Stupendous. These are just a few of the words that I would use to describe this award-winning musical sensation presented by Cameron Mackintosh! I attended the opening night performance at the Shubert Theatre on Boston's Tremont Street last week. The stages, lights and choreography were stunning. The music was enchanting and the cast was superb. This musical, by Alain Boublil and Claude-Michel Schonberg (lyricist Herbert Kretzmer) is directed by Trevor Nunn and John Caird. Tickets start at $16 (special student rate) up to $80 and performances run through May 26.

The only other professional musical that I have seen is Andrew Lloyd Webber's The Phantom of the Opera, which instantly became my favorite, A Critic's Review

moredo the second time! I walked into Les Miserables with some pretty incredible work to compare it to, yet I was thoroughly impressed. Les Miserables is the story of one man, the fugitive Jean Valjean who is pitted against the cruel and self-righteous Inspector Javert in a lifelong conflict.

Valjean escapes his parole and takes up a new identity outside of Paris and rises to lofty heights becoming the mayor and a factory owner. It is here that he encounters Fantine, a woman who is forced to prostitution in order to support her only child Cosette. When Fantine dies Valjean vows to raise the young girl. The presentation of death was one of the most magnificent themes presented in this musical, Les Miserables will definitely stir your soul!

Sprinkled throughout this dramatic story is the often humorous subplot, usually revolving around two characters named Thenardier and his wife. The song Master of the House is hysterical! This musical, however, is most gripping during its dramatic interludes, most notably when Valjean sings his prayer to God, Bring Him Home - this piece brought the audience to emotional sobs and outbursts.


Les Mis is supported by a terrific cast, including my favorite characters young Cosette and Gavroche, both played by children who did outstanding jobs.

If you want to see an excellent musical, then you definitely need to see Les Miserables.
This weekend offers a ton of sports action. Check the schedules and support Babo.

**Baseball Splits Series**

*By Ian Baxter  
Staff Writer*

The Babson baseball team rebounded from an 11-4 thrashing at the hands of Bates College on Friday with a 6-5 victory over them on Saturday. The opening game signaled the season debut of the Beavers, who start the new decade with high expectations. However, the next game saw not only the Beavers first win of the year by Mike "Togi" Barra and Jamie "Brain Dead Beaver" Rice.

The Beavers were anxious to avenge the previous day's loss to Bates on Saturday afternoon. On Friday, Babson jumped out to an early 3 run lead in the first inning, but that margin would be short lived. The Bobcats struck back early and often, tying the game impressively. Bates broke the game open with a display of power. The Bobcats hit a total of 5 home runs on the day, with 4 of them coming at the hands of Babo starter Eric "Bean" Sawyer. It must be noted on Eric's behalf, however, that there was a strong wing blowing left-center that right field (where all of the homers were hit). Meanwhile, the Beavers bats went cold after the first. They were held scoreless until they scratched together a meaningless run in the seventh inning, but by that time the fat lady was clearing her throat and getting ready to sing. The final was an 11-4 defeat for Babson, which is not exactly the best result for and opening game.

The one positive aspect of Friday's debacle was that it made the Beavers hungry for revenge. On the hill for Babson was Barra, who has incredibly never lost a game pitching at Babson College. The junkballer was in a groove early, keeping the Bobcats bats silent for four innings. In Babo's half of the third, after going scoreless in the first two, the Beavers put together a two out rally that resulted in three runs. Jeff "Rock" Ewing beat out an infield single to drive one run across, which then brought up third baseman Buck Doherty. Buck took the first pitch deep over the right field fence for his first home run of the year, a shot that put Babo up 3-0. After Barra shut the Bobcats down in the fourth, the Beavers scored two more on Ian "E" Baxter's home run to right-center (a blast which some say may have travelled 600-700 feet). With a 5-0 lead and Barra pitching the way he was, Babo's first victory of the year seemed assured, but they almost let this one slip away.

The Bobcats scored one run in the fifth inning on a wild pitch by Barra, but the real trouble came in the sixth. Bates put across 3 runs with the help of two critical Babson errors. However, because of some clutch pitching, Babson held on to the lead at 5-4. Although Babson had gone scoreless through the sixth and seventh innings, they pushed across an important insurance run in the eighth. Sedge "Bug" Saunders led off with a single, his third hit of the game, which was followed by a single from Baxter. With two outs, Joe "Beaver" Barrett laced his third hit of the game to left field, scoring Saunders. This insurance run would prove to be very important, for the Bobcats would not lie down in the ninth.

Senior captain Jamie Rice had relieved Barra in the eighth and immediately retired the side in order. Rice started the ninth in the same fashion,
Men's Lacrosse Begins Season

By Stlick
Lacrosse Beat Writer

Well, as you are reading this paper, the Babson Men's Lacrosse team has just finished its home opener and second game of the season. After squaring off against the Engineers of W.P.L., they face the UMass Boston Beacons this afternoon.

Both games this week should hold great promise for the Leopards as the LeM.U. like offensive proficiency should have posted some pretty impressive scores for the men in green and white. Despite the pre-game status of favorites, the squad must remain on top of their game, because in the words of the defending world champion Oakland A's, complacency sucks.

Going into the season, I was privy to the squad's newfound confidence, and now, it truly feels as if the Leopards are the team to beat.

Villanova Edges Babson Rugby

By Nigel Smythe
Contributing Writer

The Babson Rugby team had a strong showing this past weekend. After completing a 2-0 season, the squad went on to defeat Villanova University squad.

The game went back and forth with neither team showing mercy. Although the Beavers won, they were unable to contain the Villanova defense. Fortunately, the win ran out for Babson. They were on the goal line of the Villanova team, about to score, when the game ended.

The "Killer B" squad of Babson matched up against Villanova's D's in the second game. Villanova seemed to have the upper hand, but the game locked up when Bill "what do you mean I scored?" Moore jumped on a loose ball in the tri-zone for Babson's first score. The

Bryant 210: The Sports Palace

By Noah Goldfarber
Contributing Writer

When you walk into this place, a feeling like no other in sports tugs your spine. If there ever was a museum for sports photos, this would be the place. As you look up, the smiling face of the finest athletes looks down, as if to keep an eye on three young journalists reside here. They are P.J. Hunt, Mark Kurykat, and Kevin Sampson. And believe it or not, all three play goalie in different sports for the Beavers. P.J.-lacrosse, Kevin-soccer, and Mark-hockey.

This room displays sports photos in everything from football, hockey, soccer to windsurfing and Elle MacPherson. As I sit here alone in this room, I'd like to reflect some of the thoughts running through my mind. In looking round, this shrine brings me back to my younger days. A time when I played for the love of the sport, and not the $3 million contracts. A time when Mom called you in, but you never wanted to stop playing. And a time when TOUCHSKINS were tough and not fresh, cool or hypothermic. Oh, to be a kid again playing wiffleball with the big red bat when I was Dave Kingman or Jim Rice or one of those sluggers.

Thanks to P.J., Jigs and Sampe, this room is my "Field of Dreams". I leave you with a quote from Notre Dame football coach Lou Holtz, "Success comes from listening. I've never learned anything from talking."

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Bowel, N.E.C., Colby, Syracuse, and Maryland to be their toughest opponents. Barney says that both he and Studs just want to do what they can to help the ball club, and the good lord willing, they should do alright.

My apologies to David Barnes who was left out of last weeks article. Dave is a hard-nosed midfielder who's work ethic should really help those hard fought physical contests.

Upcoming schedule includes: Saturday afternoon at Bowdoin at 1pm, and Saturday at home at 3pm vs M.I.T. Please come support the laxsters and let's hope they currently have that unblemished 2-0 record.
Wrestlemania is Here: WWF Report

By Marc Ethenneker
Contributing Writer & Tom Broderick
News Editor

Thursday, March 20, 1990

Four days. In less than 96 hours Robert Geletak will kick off Wrestlemania VI with "O Canada." This card is of course a sell out at the Toronto Skydome. The only way to see this is by close-rupt or pay per view. However, this card is not worth the $25.05 it costs to order. The Main Event, granted, is priceless, but a lot of the undercards are pure garbage. The Bolsheviks vs the Hart Foundation; The "The Model" Rick Martel versus Koko B. Ware. Come on, these matches are jokes. We can see these for free on any given weekend. Plus, we have to suffer through a singing act from the "new" Greg Valentine and the Honky Tonk Man. If anything, this card can be shown at the Boston Garden. However, through out the anticipation of one of the greatest matches of all time, no one seems to mind the rest of the matches.

WWE Tag Titles from the Colossal Connection. In the Main Event Hulk Hogan will hold both titles when he pins the Ultimate Warrior. The only match we disagree on is "Rowdy" Roddy Piper versus Bad News Brown. Marc thinks that Piper will pin Bad News and go into another "retirement" stint. Tom thinks the match will end in a double disqualification. We also agree that the Bushwhackers will interrupt "Honka, Honka, Honky Love" sung by Rayham and Blues.

As you see, both of us agree on 94% of the matches. This shows how cut and dry these matches are and how much the WWF is ripping off its fans.

P.S. Wrestlemania VI is on April Fool's Day. Don't be surprised if something strange happens that day...say an upset?

Baseball Splits

Continued from page 28:

getting the first out of the inning on a grounder to second. However, the next Bates batter reached first on an error, which put the potential tying run at the plate. After a stolen base, Bates scored a run on a base hit by the Bobcats' number 3 hitter, who had a great two day series against Beaver pitching. With the lead now cut to one, tension mounted. Rice got the cleanup hitter to ground to "Dave "Zaz" Zaslaw, who scooped it up and made the play unassisted to first. This, however, put the tying run in scoring position, leaving the game up to a personal match up between Rice and the batter. To make things even more tense, the runner stole third base, bringing the tying run only 90 feet away. With the game on the line, Rice ended it in dramatic fashion by blazing a third strike past the hitter to preserve the win. The save was especially satisfying for Rice, who can still recall his first save appearance last year vs. Essex Guard. Fabian will be playing a double header this Saturday afternoon in the Back 40. So come out and support the team.

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National League Preview

By David Smith
Assistant Sports Editor

In the National League East, three teams will battle for top spot with the Cardinals winning the division over the Mets and Cubs. St. Louis has just enough guns and one superb manager to top New York. John Tudor returns to an already talented staff of strikeout king Joe DeLaun as well as Joe Magrane (18-9). With the return from injuries by Danny Cox and Greg Mathews, this team will hold offenses to minimal runs. Offensively the Cards have a balance of speed and power. Counting homers and driving in runs will be Pedro Guerrero, Tom Brunansky, and Terry Pendleton. Burning up the basepaths will be defensive whiz Ozzie Smith, Matt Thompson, and Vince Coleman. Look for Smith to be on his 10th All-Star Team, and hyped up rookie Todd Zeile to be a bust. A close second to the Cards will be the Mets. Possibly a more talented team than the Cards, the Mets will always be hindered by Davey Johnson's pathetic managing skills. The pitching rich Mets have six pitchers that could be number one starters on other teams. Led by Sid Fernandez, the Mets will look for 15-25 wins from all of their starters. Offensively, the rich got richer as they added often injured but talented Mike Marshall. Look for Daryl Strawberry to return to his numbers, Greg Jeffries to assert himself as a top second baseman, and Bob Ojeda or Ron Darling to be traded. In third place will be the Cubs. After a tremendous 1989 season, the Cubs will not repeat, but they will contend. Look for many Cub players to return to reality after career seasons. Mike Heftick, Dwight Smith, and Jerome Walton will be steady yet unspectacular. Look for Andre Dawson to have a big season and Mark Grace to improve on past numbers. In fourth place will be the young Pirates followed by the depleted Expos (lost Hubie Brooks, Mark Langston, Pacual Perez and Brey Smith to free agency) and In last will be the Phillies.

National League West. This division looks to be up for grabs by almost any team. My sleeper pick to win it is the Dodgers. The acquisitions of Juan Samuel and Hubie Brooks should add to the offensive efforts of Eddie Murray and a healthy Kirk Gibson. Dodger pitching will dominate only for the reason of Oral Hershiser pitching every four out of five games. Look for Gione to return to big numbers and Fernando Valenzuela to improve on last season 10-13. In second place will be the Padres. Picked by many to win last season, the Pads added slugger Joe Carter to an already dangerous club. An excellent starting rotation combined with a dominating offense will allow this team to fight until the end. Look for relief pitching to be a problem with the departures of Cy Young winner Mark Davis, and for Bruce Hurst to win 20 games. Following San Diego, Houston, Cincinnati, and Atlanta.

Finally, look for the Dodgers to beat the Cardinals, the Red Sox to beat the Angels, and the Sox to win their first World Series since 1918.

People were flipping over Thursday's Aikido demonstration

Photo by Mark Est bomber

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