GEORGE PLIMPTON

"A Professional At Being Amateur"

FROM THE BABSON NEWS BUREAU

From hockey goalie to trapeze artist, George Plimpton has made a career out of performing in a wide variety of sports and entertainment fields. The celebrated sportswriter will tell of his life as a professional amateur on Thursday, September 25, at Babson College.

His presentation, "An Amateur Among The Pros," will reveal his inside experiences as a quarterback for the Detroit Lions, a goaltender for the Boston Bruins, a basketball player for the Boston Celtics, and a pitcher against the American and National League All-Stars.

He will also discuss his work as a percussionist for the New York Philharmonic Orchestra, a flying trapeze artist for the Clyde-Beatty-Cole Brothers Circus, a photographer for Playboy magazine, and a stand-up comic at Caesar's Palace.

A native of New York City, Plimpton has degrees from Harvard University, and King's College, Cambridge University. In 1953, he founded The Paris Review, a literary quarterly, and has been an associate editor at both Horizon and Harper's magazines. He is also the Fireworks Commissioner of the City of New York.

Plimpton will speak at 7 p.m. in Knight Auditorium on the Babson campus. Sponsored by the Babson College Programming Board, his presentation is free of charge and open to the public.

INFORMATION TECHNOLOGY SEMINAR

Information Can Be Your Strategic Weapon

FROM THE BABSON NEWS BUREAU

"Companies can gain strategic advantage from information technology" says John A. Cunningham who will lead a seminar on that topic on Tuesday, September 23, at Babson College.

John Cunningham developed an approach to assess strategic opportunities for companies in many industries. He will discuss the practical aspects of funding, prioritization, implementation, and assessment of strategic system opportunities.

Cunningham will present examples of actual situations where companies have gained strategic advantage from information technology. He will draw on his experiences with General Electric, and from his own consulting firm Competitive Technology, Inc., a company specializing in the strategic use of information systems.

Cunningham is a senior manager on General Electric's Corporate Information Systems staff. He started consulting companies specializing in improving the use of information technology. The companies are Competitive Technologies, Inc., and KMD Associates, Inc.

Information as a resource and as a Strategic Weapon is sponsored by the Center for Information Management Studies (CIMS) at Babson College. The program begins at 6:30 p.m. and ends 11:30 a.m. For more information and reservations, please contact Jill Stoff at the CIMS office, (617) 259-4551.

AT THE BABSON GALLERY

A Display Of Nature

The natural environment is the theme of paintings by Boston native Ruth Cook Brandt to be displayed in The Gallery at Babson College, August 15 to September 30, 1986.

The works to be displayed are oils and collages. Ruth Cook Brandt's focus on environmental problems is a new theme for her. In her paintings, she examines limited natural resources and the preservation of resources. Some paintings show an explosion of color, her symbol of hope. The gallery is open to the public Monday-Friday, noon to 2pm and Sundays, 2pm to 4pm. There is no charge for admission.
To The Editor:

There appears to be a misconception that I was to attend the Student Association meeting for New Students on Thursday, September 4th—a meeting of which I was never notified. What prompts this comment are the criticisms I have personally received for not attending. Those who know me would realize that had I been informed that such a meeting was to take place, I would have been there.

Sincerely,

Marcia Giordano

Frankly Speaking

THE STUDENT COUNCIL APPRECIATES THESE OPPOSING POINTS OF VIEW AND THE GENUINE CONCERNS OF OUR CRITICS. NOW GET LOST!
With alcohol awareness becoming a pertinent issue in the Babson Community, many subscribers questioned the FREE PRESS policy of running alcohol-related advertisements. Additionally, it was suggested that the paper discontinue these ads in response to this pressure regarding our publication’s moral responsibility. The FREE PRESS Executive Board (not to be confused with the Student Government Executive Board) met last Wednesday, September 10, to review our obligations to our public. In principle it was agreed that the paper should have the right to run such ads in its regular issues. However, in the case of the Freshman issue, it was decided that we would not run liquor advertisements.

The balance of readers and their needs changes in our yearly first issue and this is the primary reason that we have decided not to publish liquor ads in there. The Freshman issue is focused on new students who are not of legal drinking age, and such ads were deemed inappropriate. As a responsible citizen in the Babson Community, it is our job to welcome new members without promoting alcohol use by under-aged students.

All members of the board agreed that the paper should have the right to run any ad the we deem proper. We feel that it is our editorial obligation by adhering to these broad principles. The FREE PRESS should cater to as many of the needs of our consumers as we can. It should be run as a business. And, the paper should be objectively balanced.

Since our audience includes a body of students over the age of 21, faculty, administration, and alumni, alcohol ads are a useful source of information for many, and should be a part of the publication. The fact that all information in our publication is not useful to all its recipients is a reality. A second reality is that our paper attempts to conduct itself as a business, and, as such, seeks revenue in its operation. Revenue from such ads is an important consideration. Without support from such ads is an important consideration. Without support from our advertisers, the additional cost of maintaining the quality of our paper would have to be shifted to you, our subscribers. We do not want to see a falling in the quality of our paper, or an increase in its cost. Advertisement is one of the few means that we have to prevent such perils.

Following our goal of quality is an effort to maintain balance in our publication. This means remaining objective wherever possible. The paper runs public service ads warning of the abuse of alcohol or controlled substances, but the responsible use of alcohol is a real part of our society, including campus life. Although we will continue to run ads warning of the abuse of alcohol, to maintain balance in our publication, we will also cover alcohol use in our society.

The FREE PRESS staff and the Executive Board always encourages your comments and questions on this or any other subject.

---

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IN SHORT

MBA Internships

More than thirty Babson MBA students have just returned from internships held in companies in the United States and eight countries abroad. All MBA students interested in obtaining an internship in 1987 are invited to attend an informational meeting in Tomasso Hall 308 on Wednesday, September 24, from 4 p.m. to 6 p.m. For more information, contact Carmen Ward, Assistant to the Director of International Programs, at ext. 4620.

Love, Sex, and the IRS

The Babson Players invite one and all to audition for the fall production of "Love, Sex and the IRS," a comedy in three acts. The players also welcome technicians, carpenters, and general behind-the-scenes help. All interested are urged to try out on September 25th and 24th in Infrac. Auditorium at 7:00 p.m. both nights. Babson's gotta have arts - so, what the hell, give it a try!

Student Business Plan

Local television producer looking for one or two students to write business plan needed for venture capital funding. Project must be done within next 30 to 60 days. Students with finance and marketing background preferred. Compensation is negotiable. Please contact Professor Chris Hennessy, 2nd floor Lyon Hall, x4427 for further details.

Student Traffic Court

The Student Traffic Court will meet on Sept. 24, 1986 at 7:00 P.M. in Tomasso 306 to hear appeals of traffic violations by all undergraduate students who feel they have been wrongly cited. Appeal forms are available in the Student Activities Office in the Student Activities Office located in Hollister.

BACE Meeting

The Babson Association of Collegiate Entrepreneurs will be holding its annual meeting on Tuesday, Sept. 25 at 6:30 in Trim 201-202. BACE was formed to help students interested in entrepreneurial pursuits to reach their goals. All students interested in this organization must attend this meeting. Current members are also encouraged to attend because we will be discussing the future plans for the organization and the opportunities and resources available to BACE members.

T.V. Opportunity

Local television producer looking for one student on a part-time basis to co-ordinate guest bookings, do correspondence, and marketing. Compensation is negotiable. Will compensate on a commission basis for tele-marketing. Contact Professor Chris Hennessy, 2nd floor Lyon Hall, x4427, for further details.

"License, Please"

The Licensing Committee is in charge of licensing new businesses as well as regulating their operation on campus. If you have any questions regarding student businesses, opportunities, or procedures please feel free to contact Tim Burns, x4778 or Box 589. We are all looking forward to a fantastic year so don't be afraid to ask questions!

Tonight

BACE will sponsor a seminar on gaining free information and money to start your own business. The seminar will be conducted by Matthew Lesko, author and entrepreneur. Mr. Lesko is an expert in the information field and has been featured on the Today Show, Phil Donahue and David Letterman. The seminar is free and open to the entire campus. This event will take place tonight, from 6:30-8:00 in Trim 201-202. Don't miss this opportunity to give yourself an "edge" both in and out of the business community!

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And how do you get to be the referral champion? Just sign up as many friends as possible, and make sure your membership number is on their application. In order to be eligible for any prize you and your referrals must sign up before 12/31/86 and each referral must fly 3 segments on Continental or New York Air before 6/15/87. And you'll not only get credit for the enrollment, you'll also get 500 bonus miles.

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Build Enthusiasm!

David Pina, President of Student Government, offers us "the view from the top" of student apathy.

"In the past, many student organizations were seen as apathetic." claims Dave Pina, President of Student Government. He states that a basic lack of communication between Babson's many organizations was a major problem. An example of this last year was when two organizations would sponsor two different social activities on the same night, one at Knight and the other in the '90's. Because our campus is too small to have organizations competing for turnouts at large social functions, one function would inevitably flop.

Student Government leaders are working on a solution to the problem of communication and also of involvement. Pina stated that "by starting early in the semester it will be easier to build a contagious enthusiasm among student groups." Addressing student concern that there are too many off-campus organizations, hence spreading our student resources too thinly, Pina claimed "the forty approximate organizations on campus give diversity to Babson."

The alcohol policy is another issue that contributes to apathy among student organizations. Because less than 20% of the campus is legal drinking age, many social organizations are finding it hard to be permitted to have enough alcohol at their parties and therefore get discouraged. Pina believes that "quality entertainment such as comedians and speakers and bands are the solution to this problem. It worked last weekend at the Face to Face concert in Knight Auditorium. About 700 people attended, there were 3 kegs, and at the end of the night there were 3 left over." He attributed the success of the function to the underclassmen who have a good attitude though they aren't allowed to drink.

Finally, Pina stressed that he was impressed with the tremendous interest in organizations shown by this year's freshman class. "It is optimistic about the social year and believes that the campus can maintain its enthusiasm throughout the year.

Social Outlook:

Sean Culbert is the chairman of SoCo, the Babson Social Committee. In this interview, Sean discusses apathy here at Babson.

The non-involvement of students in student organizations carries over to an apathy about the Babson social life. Many people complain about the parties and weekend activities noting on how the alcohol policy also seemed to affect the turnouts at Knight events last year. Some upperclassmen even go further to say that they no longer 'do' Knight parties, implying that they are all the same. Sean Culbert, the Vice President of Social Affairs hears these people loud and clear.

When I talked with Sean about the problems of student apathy and his objectives for curing it he was very energetic and optimistic to say the least.

According to Sean, people have got to be lured back onto campus for the weekend. Babson's traditional image of being a "suitcase" school must be broken in order to build a more unified and cohesive campus. Another thing that must change is in letting the SOCo members run the show. "People have got to get involved, put in ideas and act autonomously," says Sean. When people are able to do this they feel much more decided to the project than if handed a set of instructions.

In order to get people to stay on campus SOCo is looking into a variety of activities that have never been tried before, including the possibility of a reserved seating concert with big name bands.
EX-DSA ON APATHY

By JIM RAYMOND
Features Editor

Alan Gluck was the Director of Student Activities here at Babson during the 1985-86 academic year. In a telephone interview from his new job at Wesleyan University in Connecticut, he discussed the idea of forming an A.P.A.T.H.E. group.

While in his post at Babson, Gluck fought a very difficult battle. He was the head of an office that organized activities for a student body that was for the most part unresponsive. Other schools he had worked at had problems with apathy, but none so severe as Babson's.

"I think that the nature of the school is a big part of the problem. The Babson student body is made diverse because most of the students have the same goals - good jobs and ultimately careers in a business setting." This lack of diversity may lead to a stagnant social setting.

"But it's more than just the nature of a business school. The average Babson student has a very directed approach towards his life career goals, so oftentimes internships and extra academics take the time which would normally be used for student social involvement. It's not necessarily that students don't care, but some simply haven't the time to devote to a present career goal and the school social life."

Gluck also cited other possible problem areas, such as parental pressure on students to succeed. Students will party on the weekends, but they might not want to get involved in an organization which would demand time from their Sunday through Thursday study routine.

Also noted was the lack of faculty interest in the non-academic facets of the campus. He listed a few concerned professors and administrators but mostly remembered a faculty attitude of non-involvement. "Faculty should act as role models for the students. Maybe a push from administration to have faculty get involved and interest students in campus life would make the difference."

In closing the interview, Gluck did not want to overlook those who make things work at Babson. "I think that Babson has a number of active students, but that as individuals they get lost in the general disconcert of the student body."
A STUDENT GOVERNMENT AND YOU

By STEVE MALLOY
News Staff

To begin the column off this year, I would like to address what the four major issues that Student Government expects to confront this year with the undergraduate student body.

ALCOHOL
This is a touchy subject because according to Dean of Students David Ellis and campus police, only 18% of the students on this campus are of legal drinking age. This is a decrease from last year because most colleges aged students do not meet the new 21-year old law in Massachusetts.

Dr. Rooney explained that there is a lot of pressure to enforce this law around campus because the school is potentially liable for alcohol-related accidents. As he explained, "the rule of thumb has been to sue everyone you can," when an accident occurs, including the school, sponsoring organizations, individuals, and anyone else who might be held remotely responsible.

If history is any indication, Dr. Rooney has reason to be concerned. As she noted at our meeting, one particular individual was "very close to death" following an alcohol-related accident on campus last year. In addition, the health center reported a record room occupancy rate this last year more than doubled from the early year

DRUGS

While Student Government Executive Board members didn't necessarily agree with this, administrators such as Dean Ellis and Dr. Rooney are concerned that there is at least the potential for a very serious drug problem on this campus. The new drug of choice, "crack," has caused particular concern. This essentially involves smoking cocaine. It's cheap, it's a quick fix, it's highly addictive and you don't know what you're getting," one administrator noted. Thus, Dr. Rooney warned, "the risks are very high." Traditional cocaine and marijuana to a lesser extent were also mentioned as potential drug hazards.

PROPOSED DEDICATING

Emphasis is on the word proposed. This policy has yet to pass student government and we expect it to encounter a great deal of vocal debate before and if it passes. Basically, the policy attempts to limit the volume, number, size, content, and length of time a poster can be put up for.

Some have hinted at censorship. Others have welcomed the idea in order to keep the campus clean.

PARKING

The following changes have occurred concerning student parking regulation starting this semester: (1) Parking is off limits in the Peavey gym lot due to construction. (2) Parking is limited in the Knight Auditorium lot (the lower level is reserved for faculty). (3) Parking is off-limits in Hollis Street including the row of spaces on the left side in which we could previously park.

In addition, Dean Ellis reminded us that the row of spaces directly across the street from the Mac-Lot on Map Hill Drive are reserved for CMD (Continuing Management Education) students.

Consult your undergraduate parking manual for additional information.

HAZING

It should be especially interesting to Greek organizations, athletic teams, and even some residence hall members that any and all forms of hazing have been outlawed in the Commonwealth of Massachusetts. Because of this law, members of these organizations will be required to sign forms which indicate that they have read and understand the new law.

Due to the fact that most of the individuals who may get hazed on this campus (i.e. freshmen, pledges) are under the age of 21 years old, the risks have become extremely high for participating in such an act. For this reason, organizations (especially Greeks) may have to re-evaluate some of their initiation practices.

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An Overview

By JON FLICK
Sports Staff

Since its inception, Babson College’s Men’s Varsity Soccer team has been the most popular and successful sports team on campus. The team has won the NCAA Division III Championship three times.

Babson’s new coach, Jon Anderson, was a part of this historic past, and has restored a winning attitude and system at Babson. Over the past three years, Babson has seen three different coaches. Each was fairly successful, but Babson is on the "edge of a new dawn" with Coach Anderson. It may take some time, but watch out for "The Green Machine" to start rolling this year.

The start of Babson’s season this year has been disappointing to say the least. The team started its season with two exhibition games in the Keene Classic in Keene, NH. Opening up against Keene State on September 6th, Babson lost 2-1 to the number 15 nationally ranked Division II team. The following day, Babson dropped a game to MIT Tech 4-1. NY Tech was the number 5 nationally ranked Division II team at the time. Babson’s actual regular season began, September 15th against Clark University. Mark Zides made his goal-tending debut with shutdown play after Dave Ferris went down with an injury. Other players that should be singled out for their contributions to win include: Danny Williams, a freshman, along with Alan Lunder and the consistent pressure of Pete Gardner "Gardenhouse". The Babson squad lost the game 2-0.

September 14th, was the day of Babson’s annual Alumni game. Playing against former All-American alums like Sullivan, McHabb and Stenuto proved to be a formidable task, but the Babson varsity squad walked away with the victory, 2-1. Brian Casey and Mike Cavanaugh scored for the varsity squad, while Shane Husblet scored for the Alumni team. Dan Egan, one of this year’s captians said that "The varsity team showed why it’s important to be in top physical shape."

Bob Rocheleau, a senior varsity player, claimed that "Our Alumni team threw fourteen players on at the end of the game... and they needed all of them." The varsity squad came away with a very important win for their confidence, in a game which is continually growing great year after year.

Babson resumed its schedule September 16th, this past Tuesday, with a game at St. Anselm’s in New Hampshire. Once again, Babson failed to find a continual groove for the entire game, and lost 2-0. The squad failed to capitalize on a number of free kicks and strong opportunities. Great defensive pressure was displayed by Paul "Oozy" Ostberg, Danny Williams, Tommy Fisher, Reed Blackenedge, and Pete Gardner.

St. Anselm’s scored on two nightmarish shots one bounced off the left post and a point-blank placement shot. Goaltender Dan Poluin played an excellent game and should be congratulated for his outstanding play. "Hustle" awards of the game deservingly go to Dan CalDICOTT and Dan Egan.

Babson’s home opener is this Saturday at 2:00 against Colby College.

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EDITOR'S WASTEBASKET

Top of the Basket goes to Trim Hall and staff for starting up continental breakfast!

Flash to Bicycle Thief: if you think you need my bike more than I do, you’re wrong! The 26” red 3-speed with bell and light was my only transportation and it had much sentimental value too. Please see that I get it back, it’s only a $100 bike but it was worth more to me. Jim Raymond, Features Ed., Box 1885.

Flash to Yankee fans: Die SCUMBAG.
Flash to Pookie: I love you, Wee-Wee.
Flash to Campus: LOST, Old Seiko watch with class ring,opal ring, diamond and sapphire ring, and amber ring and small diamond ring. LARGE REWARD! PLEASE HELP! INFORMATION EX. 5201.
Flash to Rogers: Don’t cry for me Philippines. The truth is I never left you. We’re in Hawaii, escaping vandals… I miss my Reebok and Ducci Sendalas.

Flash to NKU Little Sisters: Congratulations! Yes, you are finally there! Yeah! Love Your Sisters.

Flash to Ham: Happy Birthday on Friday.
Flash to Campus: Alex lives with Funk.

Flash to Spudy: I’m smitin’. Spike.

Flash to President Didit: It only registered a 1.5 on the Richter scale. Relight The Band.

Flash to Jim Wallace: A metal concert over us?? Bang this against your head.

Flash to the Bookstore: Hurry up! Get those textbooks in before the interest rates go up again!!!

Flash to Campus: A seminar will be conducted tonight on gaining free money and information to start your own business at 6:50 in Trim 201-202. Don’t miss this informative and potentially profitable event!

Flash to Campus Pedestrians: Please leave those frisbees in your place! Power to the People Frisbee Fof Association.

Flash to students interested in video: We’re looking for students to join a crew to produce a regular segment of Wellnes’s local news program, which premieres next month. If you’re interested in learning more about video production, contact Prof. Venene Holob, mth75 for more information.

FLASH TO ALL STUDENTS: Don’t forget! BACC enrollment meeting Tues. Sept. 23 at 6:30 in Trim 201-202.
Flash to Campus: What’s a PBEEC??

Flash to Tony Orlando Fans: How bout Babo Five Oh’s “Tying a yellow ribbon round the old oak tree” sly move

Flash to Spudy: Neer thought you’d get Flashed, did you??
Flash to Arthur: Rednecks eat horse dung.
Flash to "POLICE LINE - DO NOT CROSS" - Tie this.

Flash to Pub Primates: Just think (if you can), another year of Flashed! - Ret Pack.

Flash to Society/My alcoholic strangle you with a seatbelt while quoting Jesse Helms.

Flash to Mets fans: Weren’t you Yankee fans in June??

Flash to Lou Pinella: Unemployment ain’t that bad!

Flash to Milo: Leis start the year off right! Jocko.

 FLASH TO Whomever returned my checks on September 11: THANK YOU!!! Bottom of the Basket goes to the fact that students are paying thirty dollars to register their automobiles with the police so that parking ticket fees can be put on their tuition bills.

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