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Entrepreneur Jeremy Cal stands in Sprout Products headquarters. Sprout, one of Cal’s two start-ups, is a green products e-commerce platform.

JERRY JANG "EDITOR-IN-CHIEF"

There are two groups of entrepreneurs again move to a new place. Students learn the entrepreneurial drive when infused with Babson’s elite education. The two groups contain natural entrepreneurs, driven by a desire and a vision since birth. Babson’s Cal ‘17 falls into the latter. Currently the founder of two startups, Sprout Products and Tackelbox, Cal is a student and business leader who seeks solutions to problems in his daily life and in exchange, turns them into exciting ventures. The entrepreneurial seeds were planted during childhood. His father worked in finance, and his mother was an entrepreneur. “My dad actually left his job at Goldman Sachs to work for my mom,” he laughs. “Sprout began as an experiment. I wanted to grow something without outside help and solve an actual problem.”

Cal’s innovative mind began to act, rather than think, in high school. His photography business specializing in senior portraits. As a passionate photographer with a portfolio exposed to international exhibitions in Italy, Spain, and England, Cal was frustrated with the lack of selection in vendors and the quality of school photos. Problems come with a solution, so he decided to take matters into his own hands. His candid portrait service provided local schools with a much better end product.

This experience encouraged Cal’s appetite for solving problems, and, at age 16, he co-founded Sprout Products. The company began as a crowd-funded, product-based business and has evolved into a curated green products e-commerce platform. “There’s a definite and strong demand for what Sprout does,” Cal said. “We did our research using US Census and Cisco data: 60 million people prefer green merchandise over generic. 47 of those 60 million prefer online shopping over brick and mortar, based on convenience.”

Instead of continuing to be a buyer and seller of products, Sprout has taken on the middleman role. “Be Amazon, not the Amazon seller.” is a mantra the budding entrepreneur believes in. Cal, alongside his co-founder Peter Bernhard of Indiana University, was inspired by other niche product retailers, such as One Kings Lane in furniture and Grand Street in hardware. These niche products have higher sales conversion rates than general online retailers like Amazon or Target. Sprout’s main advantage over other green e-commerce platforms, such as Buggreen.com, is its sales optimization for its target market, using strategies such as A/B testing. According to Cal, “A difference in one inch in an image can have a profound impact on your sales.”

The desire to solve problems has been a driver in Cal’s personal development, and this desire has branched into his newest startup, Tackelbox. Relying on a two-sided exchange of information, Tackelbox is an app allowing users to crowdsource answers to test messages, especially useful for romantic interests. The purposes behind Sprout and Tackelbox are very different, but his motivations behind both startups are similar: “In its current form, I’m not setting out to build a company. I’m trying to solve a problem for myself. I’m genuinely interested in the space of sociology in tech, and I see Tackelbox serving its initial purpose a social experiment.” While both startups are still in their early stages, it is clear Cal will not stop pursuing opportunities until he discovers lasting success.

How does a role as Babson played in Cal’s development as an entrepreneur? The results seem mixed. “The classroom education the school provides does a great job of providing an entrepreneurial education. FME (Foundations of Management and Entrepreneurship) is focused on the idea that entrepreneurship is teachable, and this is great, as a majority of incoming students aren’t natural entrepreneurs. However, FME can be better tailored to let those natural entreprenuers flourish.”

“Action trumps everything. I’d like to see FME move outside the classroom and become more experimental,” Cal said.

Pub finds new home in Trim, per master plan

ELI HASCOWS Vice President of Sales

Say goodbye to Roger’s Pub as you know it. Next fall, pub will no longer exist in its familiar Park Mason Central location.

Pub rights have been an irreplaceable part of Babson nightlife since the late 1970s, when Ben Verre, Babson’s original pub, opened its doors in the basement of Coleman Hall. A 1979 edition of The Babsonian commented, “The lounge, which reached the front door of Coleman, were an indication of the Pub’s popularity.” All good things eventually come to an end, however, and in 1988, Beaver Beaz moved to its current location today and became Roger’s Pub. Now, almost thirty years later, students and faculty will once again move to a new place to relax and enjoy a drink with friends. Where will Pub be next? According to Student Government (SGA) President Dara Bahl ‘17, the Global Lounge at Trim Dining Hall will be extended in order to accommodate a new and improved campus pub. “I think this location is perfect, because it is close to the student residence halls and will have easy access separate from Trim,” said Bahl. For those who are concerned with leaving the new pub wearing the latest in college fragrance—La Trim Smell—there will be no fear! The new pub blueprints include a modern-chic lounge, game room space, a 560" bar, an improved stage, and an outdoor patio.

Doug Ticcomb, manager of the pub and an integral part of Babson nightlife for eleven years, is excited for the upgrade. When reminiscing his history behind the bar, Doug said, “It’s like getting a new car. You’ll miss your old one, but a new one is always good!”

Like Doug, students are optimistic about the changes. However, they want their input to be seriously considered as well. Mark Barber ’16 believes that “pub in Global could be awesome, as long as the students have a part in planning the new space.” Jiranne Achi ’16 enthused, “I think it’s cool to move the pub to a non-freshman location. I hope that means it could stay open past midnight and be more of a dance space, with bands once in a while.” Upperclassmen and alumni, who will not have an opportunity to experience the new pub, have expressed a concern for repurposing the old pub space—a space that holds many memories for them— into more five-year of students attending Babson’s locating across the Babson campus. In addition to being a social hangout, it will be a space usable for sporting events, and for the events of the Center for the Arts productions. Stay tuned with the Babson Free Press as coverage of the master plan renovations continues next issue.

In the new pub, the beginnings of many improvements across the Babson campus. In addition to being a social hangout, it will be a space usable for sporting events, and for the events of the Center for the Arts productions. Stay tuned with the Babson Free Press as coverage of the master plan renovations continues next issue.
Finance conferences educate students

Suiting up: Taking lessons from football

BEN WANG
STAFF WRITER

Bobson Investment Banking Association (BIBA) Conference keynote speaker H. Hites Harris III, co-founder and managing director of Harris Williams & Co., a national investment banking firm focusing on middle market mergers and acquisitions (M&A), related his success to his experience playing American football.

Mr. Harris shared with the audience stories of his high school and college football careers, intending to give students wanting a career in the investment banking industry advice. Harris recalled being "a senior playing on the junior varsity football team in high school," and jokingly suggested that if people like him can succeed, anyone could do the same.

A chronicler who was inexperienced in football, Mr. Harris tried out as a kicker for the football team at Hampden-Sydney College... and made the team. By his senior year, he was the team MVP.

When asked how he was able to accomplish that feat, Harris confessed that he kicked the winning point for every game the team won his senior year. Harris suggested that having the right skills to perform necessary tasks and making effective use of them are key factors in determining one's success, whether in football or the professional world.

The luncheon concluded with a Q&A session, in which Harris was asked about the amount of personal time during the few years involving the investment banking industry. Despite the lack thereof, Harris believes that hard work will prevail in the end. He is a believer that must be made in order to attain success.

The relationship between Harris Williams & Co. and Babson College can be traced back more than ten years. Babson is the site of most senior hires at Harris Williams; the company has hired over 20 Babson students as interns, all of which became full-time employees.

Finance in plain English

CHRISTOPHER BRUNO & CERI FRANKO
CONTRIBUTORS

Two days before Thanksgiving break, on November 20, 2014, the prestigious CFA Institute Conference for Equity Valuation took place in Boston. It focused on different methods of equity valuation used by professionals in finance. According to Investmentdalia (one of the best finance dictionaries), equity valuation is "the process of determining the worth of an asset or company." There are many ways to determine the value of a company: an objective technique with the forecast of the company's future earnings and subjective technique would be judging the management's contribution.

Despite the range of equity valuation techniques, all of the speakers at the conference stressed the value of using fundamental quantitative analysis, such as discounted cash flows and comparable ratios, in conjunction with other qualitative methods. No matter what industry or product was being valued, whether it was Apple, highly dividend yield oil and gas stocks, or budding companies in emerging markets, all of the speakers emphasized the importance of combining a company's numbers with the company's "story".

Because all valuations are inherently biased, a professor from New York University's Stern School of Business concluded that "all numbers are numbers." In addition to learning about using more than one discipline to valuation a company's worth, attendees also learned the stark importance of the Environmental, Social, and Governance Criteria (ESG). ESG is a "set of standards for a company's operations that socially conscious investors use to select investments." The ESG criteria looks at how well a company performs in regards to corporate social responsibility. There are socially responsible mutual funds and exchange-traded funds that only sell securities that have been screened for ESG criteria. Speakers at the conference predict that ESG values will play an increasingly large role in finance as people are becoming aware of the world's environmental and social needs.

CAP connects middle schoolers to entrepreneurship mentors

JENNY HO
VICE PRESIDENT OF TECHNOLOGY

The Wellesley Housing Authority on Bartoon Road has partnered up with Babson College to bring Babson’s entrepreneurial spirit to after-school programs at the development’s community centers.

Located in the suburbs of Boston, the Housing Authority provides affordable housing for low-income Wellesley residents and currently operates eight programs, providing housing to over 88 families. The partnership serves as a creative outlet for both undergraduates and graduate students, as well as middle-school students in the Bartoon Road community.

Originally started in 2008 as a summer program by the Glavin Office of Faith and Service, the initiative has evolved into a year-round after-school program teaching and encouraging the Bartoon Road community to assume the risks of starting their own company. The program currently runs once a week on Wednesdays for children between the ages of eleven to fourteen interested in entrepreneurship. Known as the Community Action Program (CAP), it involves partnerships with three housing authorities—Wellesley, Needham, and Framingham—and caters to roughly forty kids in the community, with class sizes ranging from six to twelve students.

Similarly to Babson’s first-year Foundations of Management and Entrepreneurship (FME) curriculum, students who participate in CAP experience all the stages of creating and managing a business. They start with an idea, move towards feasibility and market research, and apply for a loan of up to $500.

Alex Woodhouse ’15, manager of the Wellesley and Framingham Entrepreneurship Programs, has a deep-rooted passion for community service and creating opportunities for aspiring youth. Through these programs, Woodhouse believes, underprivileged children are able to think out of a lack of self-esteem and discover a vision—a vision of attaining higher education and overcoming their current circumstances.

Growth of the program is critical for the program's future success. "I would like to see more kids join the program and have more consistencies with the kids," Woodhouse said. "This creates a culture and network of the parent." I'd like to see more companies grow and have the kids stay with the program.

One company started by Barton Road students is Uni. A social entrepreneurial project around the life of the Wellesley community, the students are specifically targeting common concerns regarding housing authority projects in their neighborhood. They sold sweatshirts to raise awareness and have already expanded their product line to color changing water bottles in the summer.

Alicia Tzau and Michael Spera put handout at a conference organized by the Babson Investment Banking Association.

Alex Woodhouse, CAP manager, interacts with a student at Bartoon Road during the summer program.
Looking forward and within...
The Free Press celebrates a rich history.

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LETTER FROM THE EDITOR

Dear Reader,

This year marks the 80th anniversary of the Babson Free Press. As we returned from summer break, we asked ourselves, "Why is the Babson Free Press important to our community?"

Having had issues answering that question, we decided to suspend publication.

Three months later, after undergoing a complete organizational transformation, we have discovered our answer. The Free Press exists to serve and protect the civil liberties of the Babson community. We will accomplish this by:
- Being a central information hub.
- Being your most comprehensive news source on all happenings around campus.

- Providing unbiased reporting.
- Investigating murky waters.

We plan to seek the truth and report it.
- Empowering the Babson community.

We are proud to present our first issue of the 2014-2015 academic year. We would like to personally thank our editing team—Avneet, Bradley, Elk, Jay, Jenny, Karolione, Shua, and Shun Ping—for their long hours of hard work in making this issue possible.

We were only able to cover a small selection of the topics we wanted, but we are always looking for more writers to cover the plethora of events occurring on campus and around the world. If you are interested in joining us, please send an email to mjviang4@babson.edu. Feedback about our paper may also be sent here.

In closing, I would like to call upon the spirit of Thomas Jefferson: "Our liberty depends on the freedom of the press, and that cannot be limited without being lost."

Warm regards,

Jerry Jiang
Editor-in-Chief

CAB and EDM: Experiences of a Croatian DJ

IVANA MESARCIC
CONTRIBUTOR

I grew up in a Croatian family full of talented musicians. When I first came to Babson, I didn’t know if I would meet people who share my passion for electronic dance music (EDM). To my surprise, I discovered a group of aspiring DJs who love the craft as much as I do. Therefore, when I saw the CAB advertisement for student DJ auditions, I knew I wanted to submit a mix, even though I've never done any professional club work. After the audition, I received news that I had won a slot at the event.

My interest in DJing took root from a curiosity in my Croatian heritage. Europe, especially Croatia, is the place to go if you’re looking to discover the wealth of electronic music. In my native country, EDM is currently very popular, and the associated businesses have grown as well. For the past two years, Croatia has hosted the Ultra Music Festival Europe, with attendees from all around the world. Croatia is also home to some of Europe’s most renowned clubs. These clubs and their EDM music have become popular summer destinations for many club-goers.

Before I met the other student DJs, I was nervous about whether I’d be accepted into an intimidating group of eight men, where I would be the only woman.

There is no better feeling than seeing the people you know actively support you. My smile never faded during my short opening set.

The DJing environment can often appear unwelcoming to women. To my surprise, though, the other student DJs were incredibly accepting and were some of the most accomplished and interesting people I have ever met. I immediately felt like part of the group because we all had so much in common.

There is no better feeling than seeing the people you know actively support you. My smile never faded during my short opening set.

I know who I am and I am proud to be making my own way in a field that has traditionally been dominated by men. I feel empowered whenever I share my love for music with others, and I am pleased to say that I support gender equality in the industry. It only takes one person to make a difference, and that is what I intend to do.
News in photos: A visual look at the last few months

Founder and CEO of Rackspace Graham Weston (left) and founder of Communispace Diane Hessan (right), as well as Alan Trefhelt, founder and CEO of Pegasystems (not pictured), are 2014 inductees into the Academy of Distinguished Entrepreneurs.

Swipe less; cook more
3 reasons to shrink your meal plan and start cooking

1. As business students, and future leaders, we all like to have as much control as possible. If you cook your food yourself, you have absolute control over what goes into your meals, and consequently, yourself. Meals prepared on an industrial scale include food additives that many of us don’t have in our home pantries—additives that have lasting negative health effects. They also include disproportional amounts of salts, sugars, and fats that tap into our dopamine systems and induce cravings (addiction) and over eating. In other words, “Freshman 15”.

2. Babson students are always pressed for time, so you’d only cook what’s most convenient and efficient. Think about the comfort foods you eat at home, and think about the prep time that would be required if you were going to prepare a batch of French Fries or a chocolate cake from scratch. You’d have a lot of work to do. Steaming broccoli or roasting a chicken, on the other hand, requires far less preparation and far less time. So when you cook, you’ll most likely eat healthier because unhealthy foods are too inconvenient to make.

3. Yes, the infamous “Trim air” is a wonderful social experience at Babson, but try inviting your friends to the kitchen in your suite, or your dorm. The experience will be much more rewarding and enjoyable than accumulating the Trim smell in a booth behind Global.

"EAT ANYTHING YOU WANT, JUST COOK IT YOURSELF."
—Harry Balzer, food industry analyst

The Empty Space Theater’s production of Urinetown ran from October 30 to November 1. The musical comedy pokes satiric fun at communities, capitalism, and even musicals themselves.
The rising violence of the Syrian Civil War and the ascen-
dance of the Islamic State are af-
fected Turkey's entrepreneurial
outlook. The region's business
community faces an exodus of
young and talented profession-
als and entrepreneurs, fleeing
what they see as an unfavorable
economic and political situation.

Not long ago, Turkish members
of the Babson community
often professed their desire
to return home after graduation.
Now, however, the
turnover in the region has be-
gun to convince many students
to take their talents elsewhere.
They travel to other destinations
across the United States, Latin
America, Europe, or Asia.
Many Turkish students have the option
of entering a family business af-
ter college, but their evolving
attitudes and career preferen-
ces may potentially jeopardize
these family enterprises.

Jim O'Neill, Goldman Sachs economist and
creator of the BRIC (Brazil, Russia, India, China) ac-
ronym, popularized the term “MINT economies,”
meaning Mexico, Indonesia,
Nigeria, and Turkey.
The term was originally
to represent countries
with large populations
of young people
and high growth rates.

The Islamic State's expansion has created
tens of thousands of refugees,
who are forced to leave their homes in fear of
the group's brutality.

Islamic State shocks world, subverts stability

The Islamic State has expanded its
capabilities and fighters far beyond
Iraq and Syria, with significant
operations in Lebanon and
Libya. The group has also
expanded its reach to
other countries in the
Middle East and
North Africa.

The group has gained
notoriety for its brutal
methods and its
ability to attract
fighters from around
the world.

The Islamic State's
influence in the region
is a concern for
many governments and
international organizations.
PANELISTS

Brian Bilello
President
The New England Revolution

Todd Jacobson
Senior VP - Social Responsibility
NBA

Kevin Eastman
VP of Basketball Operations
LA Clippers

Jackie MacMullan
Columnist and Commentator
ESPN

Chris Grancio
Head of Global Basketball
Adidas

Steve Pagliuca
Managing Partner, Bain Capital
Co-Owner, The Boston Celtics

David Gross
Commissioner
Major League Lacrosse

Todd Ramasar
Managing Partner
Stealth Sports

Adam Grossman
CMO
The Boston Red Sox

Brad Stevens
NBA Head Coach
The Boston Celtics

Emily Unrue
VP Retail Development
Major League Soccer

Linsley Waldron
Manager
Nike Licensed Product

Ethan Zohn
Co-Founder
Grassroots Soccer

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- Entrepreneurship
- Sports and Social Innovation
- Front Office Teams
- Technology and Digital Platforms in Sports
- Coaching
- Entry into the industry and maximizing position
- Athlete Marketing and Representation
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- Price: $99 for Babson Students, $149 for undergraduate students, $299 for professionals
- For group sales, contact Mike Corkrum at mcorkrum@babson.edu
- Exclusive Internship Opportunity with the Boston Celtics or Major League Lacrosse in Case Study competition
Grant makes men’s fashion easy with Daily Dapper

Representing the Daily Dapper, this assortment of pictures depict the image the company hopes to convey. Visit the Daily Dapper at www.daily-dapper.com or follow them on social media using the username daily_dapper. Alex Grant can be contacted at agrant@babson.edu.

SHEA ANTHONY
VICE PRESIDENT OF MARKETING

Q. How did you come up with the idea for the Daily Dapper?
A. Initially [my partner John Freeze and I] started the Daily Dapper because we were shopping on J.Crew and we were like, "Why does all of this have to be so expensive?" We wanted to create a website where any man could buy similar clothing for a cheaper price.

Since then we’ve pivoted from that, we’re trying to increase the exposure of smaller brands specifically for men and we’re doing that by providing new content. We’re hiring writers and creating an online periodical of a sort and promoting brands through cross-marketing.

Q. In order to cross-market, do you need to get other companies on board?
A. Yes. When we first started we reached out to about 100 different companies. We heard back from about 20, three of which we initially signed on for the first phase. That was the first nine months. We have about six or seven more that are going to be signing on for the next nine months. We actually just shut down our website for the next three weeks so that we can upload our portal. We’re going to be a sort of online newspaper as well.

Q. What kind of manpower do you have as part of your workforce?
A. We have about ten writers that we found through LinkedIn. Surprisingly there are a lot of college kids who are willing to write for free, I was very surprised about that. We took notes from Jordin, another student-run company here and they have an online portal as well where they have different writers writing for their portal. We also are hiring an editor, we’re currently looking for that.

Q. What motivates you to stay involved with the Daily Dapper?
A. [First], I want to see my vision all the way through. [Second], I love doing it. It’s so much fun for me to say I have a business that I started my senior year of high school and now I'm college at a school like Babson where we’re all grounded in Entrepreneurship. It’s just fun to talk about for me.

Q. How has communication been between you and your co-founder because you’re at different schools?
A. It’s funny because before we left we sort of had this talk that sort of felt like a relationship, we were like, "Should we break up?" But it worked out very well, we talk every day.

Q. How much time do you spend on the Daily Dapper every week?
A. I spend about seven hours a week [for the Daily Dapper], I try to spend an hour a night doing something productive for it but there are weeks where I probably spend 15 hours on it. Since I’ve been here it hasn’t been as productive as I’d like, but not necessarily because I don’t have time for it. The things we’re doing just take more time.

Q. Where do you see the Daily Dapper in the future?
A. I’m going to pursue Daily Dapper until I fail or get bought out. It’s something I’m very passionate about and I’ve always been interested in how fashion meets technology. There’s sort of a gap in the marketplace with people wearing wearable devices on their wrists and shirts that can do more than just look good, so I’ve always been interested in that space and I want to see where Daily Dapper runs. We’re putting things out there and seeing where it takes us.

Q. Do you brand yourself on Babson’s campus?
A. Yes, we brand our company with stickers on everything you can see. [Our logo] is a type of form of the words Daily Dapper, you’re probably seeing it on a bunch of people’s laptops around campus.

In terms of branding, marketing is such a big portion of our company because it’s online. The average person is not going to hear about it unless it’s in front of their face. We focus a lot on trying to get people to jump on board and getting them to live the Daily Dapper lifestyle. On my personal Instagram you’ll find a sticker about us, also try to promote the Daily Dapper and bring it to the forefront of society. It’s just a brand that I live behind and I’m trying to embody in every facet of my life.

Stansbury finds solace in spending time with clay

Looking finished, sculptures sit in the Sorenson clay studio waiting to be picked up by their creators. Clay classes are available every semester for $25 which includes hands-on instruction and unlimited access to the clay room. Photo courtesy of Bradley Darling.

ASHLAND STANSBURY
STAFF WRITER

Louis Armstrong’s “Hello Dolly” vibrates throughout the room. I am in a state of complete tranquility. My hands are wet with clay, I can feel the soft, grainy texture between my fingertips, almost as if I have regressed back to my childhood, playing in the mud pit, throwing myself about in the clay without a care in the world.

This is the best part of my day, coming into the art room in the evening, spending hours completely engrossed in my own little world.

My apron is chalked with clay dust, my pink Vans have remnants of the clay that splattered around as I put my hands to the wall, what will I make today? I will let the clay decide.

Most often, I don’t begin throwing with much of a plan in mind. My best work has always come from just letting my hands and the clay move freely in a symbiotic relationship. All I need are my two most important instruments, my left and right hands.

I have created vessels of all types and many awkward shapes that cannot be identified. I love to bask in the relaxation that comes with being in the art room. I love the quiet environment, the freedom that I have to express myself in any way that I want.

The finished product is always the best part of the process. Knowing that I put everything I had into a piece of work really makes my creations important.

I get excited to see if come out of the kiln fingers crossed that the glaze on the final product looks good! I always peer into the kiln, still hot from the firing, getting from the "oh, that looks so cool!" to the "oh, that looks so bad!" "What's that?" I wonder.

For some people, art is intimidating. Some people ask, “We’re at business school, why should I waste my time in the art room?” Consider this: When else do you have an excuse to simply create for yourself in clay? When else do you have an opportunity to enter a world where there are only two actors: just you and the wheel?

Nothing else matters when you are throwing. For me, wheel throwing and ceramics is an escape. It is a place I can go to get away from all of the stress of college, schoolwork, homesickness, and frustration.

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Tennis team wins Newmac Championship, makes Babson history

Celebrating their victory, Babson’s women’s tennis team poses for a picture and holds up the Newmac cup in celebration. This victory marks the first time Babson’s history that the women’s tennis team will move on to nationals. Photos courtesy of Babson Athletics Media.

ALEXIS KANE
STAFF WRITER

Tennis partners Alex Freeman ’15 and Yagmur Akgul ’18 reminisce back to the beginning of their season to when their coach, Jim Berrigan, made the girls take a picture pretending to win the NEWMAC championship.

In the picture, Freeman is standing in excitement after dropping her racket as the rest of the girls rush over to her.

For the women’s tennis team, this dream picture became reality when they won the NEWMAC championship this fall, making history by being the first women’s tennis team in Babson history to make it to nationals.

As one of the rising stars of the team, Yagmur Akgul played a huge role in the team’s success. Akgul was ranked number one player in the Northeast region this fall. She played doubles for the Babson team with her partner Freeman. Akgul, alongside five other first-year students, the tennis team this season, bringing the team total to ten members, three of whom are senior captains.

The addition of five new members set the team off in the right direction, unlike previous years where the lack of players caused the team to oftentimes forfeit matches.

After a seven-game winning streak in the beginning of their season, the women’s tennis team finally fell to MIT. Freeman referred to this first loss as a snapshot into reality; it caused the team to realize how easy it is to let a game slip away from them when focus is lost for even a second.

The team began to work harder and continue to zone in on the end goal: becoming NEWMAC champions. The team finished the entire season with only two losses to Wellesley and MIT.

Despite these losses, coach Jim Berrigan never lost hope, believing in them every second of the season. Alex told us that he would often say, “When we win NEWMACs...” implying their imminent victory.

These are the little things that the girls shrugged off at first, however it ultimately aided them on their journey towards success. Berrigan’s passion towards the team pushed the girls to believe in themselves in face of the odds.

When the girls scored the final match point and became NEWMAC champions, the crowd could tell that their dedication and hard work paid off.

During Freeman and Akgul’s interview, they discussed the importance of partnership and team chemistry.

The duo’s chemistry off the court, contributed greatly to their success on the court. Akgul says that knowing your partner, and understanding her thought process on the court makes playing much easier and more fun.

Yagmur came to Babson never having played on a tennis team before. She says it was an adjustment, but Alex and her other teammates made it very easy and enjoyable.

The women’s tennis team will be playing in the NCAA tournament this spring.

Playing a match, (insert name here) (left) and Jenny Quenard (right) play hard and celebrate their victories. The women’s tennis team worked hard all season and will be playing in the NCAA tournament this spring. Photos courtesy of Babson Athletics Media.