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The BEACON



SEPTEMBER 16, 2008

THE NEWS OF TODAY REPORTED BY THE JOURNALISTS OF TOMORROW

Volume 61 Issue 1

Hoffman named director of financial aid

BY NICOLE FRAIL
Beacon News Editor

On Monday, September 29, Pamela Hoffman will take over as Wilkes University's director of financial aid. Hoffman will be the third person in three years to accept the position, and previously served as the university's Director of the Student Service Center. (SSC)

Prior to Hoffman, the position of financial aid director had seen two departures since 2007. In November 2006, Leo J. Danylak began his work with the university, but departed from the position in August 2007 after unnamed allegations were brought to the Wilkes administration's attention. This past July, Donna Cerza resigned from the same position.

While serving as SSC Director, Hoffman worked directly alongside Ron Laszewski, who served as de facto director of financial aid since July. Laszewski, a member of a consulting firm called Financial Aid Services, added a "level of expertise" to financial aid, said Michael Frantz, vice president of enrollment services.

"The [decision to take the position] came



The Beacon/Jenna Stephens

Pamela Hoffman will begin her role as financial aid director on September 29. She will be working from her home in Lancaster throughout the week.

about through creative discussion with Mike Frantz," Hoffman explained. "It just kind of came up as an idea..."

"[The staff] talked very openly about the desire to maintain continuity and build the processes for an effective financial aid of-

fice and she's already very much proven capable of that," said Frantz. "This is a way to make sure that the progress made is continued and improved."

See **HOFFMAN** page 4

\$1 million HHMI grant fuels change for biology program

BY AMY FUSCO
Beacon Asst. News Editor

In 1989, the Barenaked Ladies band dreamed about the many ways they'd use the money, "If I had a million dollars."

The song became an instant hit; maybe because it appealed to listeners' fantasies about what they'd do with such a windfall.

But Wilkes University's biology department doesn't have to listen to the song and ponder how they'd finish the phrase any longer.

In the spring of 2008, Wilkes University's biology department accepted a \$1 million grant from the prominent Howard Hughes Medical Institute (HHMI) for its work and programs. Along with Wilkes, approximately 200 state and private colleges nationwide were invited to apply for the substantive grants. The applications were then analyzed in two rounds; one for research schools, the second round for undergraduate institutions.

According to its website, HHMI is "the largest privately funded education initiative

of its kind in the United States. HHMI's grant program is enhancing science education for students at all levels, from the earliest grades through advanced training."

Because the biology department at Wilkes emphasizes the importance of undergraduate research and mentoring, it topped other stiff competitors for the grant money.

"It's a testament to where we've come over the last several years and a lot of it has to do with the research activities of facul-

See **GRANT** page 3

Club launches to promote environmental sustainability

BY DANIELLE HRITZAK
Beacon Asst. News Editor

With the national push for environmental sensitivity on college campuses, a few Wilkes students have asked an important question: after we "go green," how do we *stay* that way?

Last week, SG approved a new club organized to enhance awareness and sustainability of environmental initiatives.

The Students for Environmental Sustainability (SES) club, initiated by junior Sarah DeCesaris, will work to promote student awareness and environmental activism on campus.

So what exactly does 'sustainability' mean in the context of the environment? Sustainability is defined as being able to maintain a certain level or state. In the area of conservation and education efforts, the club will focus on programs and initiatives that will continue indefinitely. These include recycling, reusing, salvaging, and promoting natural or easily biodegradable materials. The possibilities are endless and the SES club aims to help educate students on the issues.

DeCesaris kick-started the program with the help of its current faculty advisor, Dr. Marleen Troy, chair and associate professor of environmental engineering. DeCesaris was surprised to notice that no club at Wilkes University focused on environmental

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Established 1936
PA Newspaper
Association Member





MEET THE COLONEL

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NEWS

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Fenner Farm evolves from many types of investment

BY DANIELLE HRITZAK

Beacon Asst. News Editor

In order to reap what you sow, there's an investment. In the case of the Fenner Farm, located at the Lands at Hillside Farms in the Back Mountain, this investment was financial, intellectual, and physical.

According to Dr. Ellen Flint, a founding director of Fenner Farm, Wilkes initially invested \$3,500 to start the SPIN farm. This sum excluded the cost of the seeds.

Flint noted that most of the equipment for the farm was either donated or loaned to Wilkes. What wasn't covered was paid for by proceeds from the May 2008 SPIN Farming Workshop.

Student farmers this summer were paid anywhere from \$8.50-\$10.00 per hour depending on their level of skill and expertise of each position, and the salaries were made possible by a mentoring grant.

Flint added that Wilkes will profit from gaining national and international recognition and break even in the first year, which in turn means that a modest profit should be made by the following year in order to fund future salaries for student farmers. Hillside Farms has also allowed Fenner Farm to sell its produce in the dairy store located on the farm. On October

4, Hillside will host a "farm day" and has offered Wilkes its own produce stand at the celebration free of charge.

The intellectual investment in the farm came in the way of problem-solving and tracking a mystery.

Fenner Farm, was originally planted last spring and located on the corner of South River and Ross Streets. But when the newly planted seedlings slowed and prematurely stopped growing, workers knew they had a problem.

"There seemed to be a low phosphorous content when we first tested the soil," said Flint.

According to Flint, staffers noticed that there was not enough organic compost at first, but brought in new compost which tested fine the second time around. While the new compost allowed planting, the plants were still not developing properly. Farmers knew they had to relocate the farm until the issue with the soil was solved.

Therefore, Fenner Farm found its new home approximately seven miles from campus on the Lands at Hillside Farms in the Back Mountain area. Hillside Farms is a historic family farm,

known for its dairy production and award-winning draft horses and cattle. The farm now serves as a historic working farm and tourism destination. Quick action allowed the plants to be moved to an acre of the Hillside Farms land behind the dairy. This time the seedlings were able to germinate properly and some produce is already being harvested.

Samples of the soil from the original farm site along Ross Street have been sent off to a lab in Maine that works primarily on agricultural issues. Flint, among others, is awaiting test results to find the exact cause of the Wilkes-Barre site soil problem. She believes they may know the results in the coming weeks.

But no farm succeeds without a great deal of sweat equity, which in this case comes from its student farmers.

"A huge component of our [Hillside's] mission is agri-education, so whenever we get a chance to educate, it is mission-consistent," said Chet Mozloon, exec-

utive director of the Lands at Hillside Farms.

Christine Dougherty, supervising farmer at Hillside, said she enjoys hosting the relocated Fenner Farm on the Back Mountain land. She also noted that Hillside offers plenty of land in perpetuity so that Wilkes students may benefit from the mentoring and the training gained from internships.

"The most interesting part [of farming] is watching the crop sprout and grow as time passes and then eating the food," said Wilkes sophomore Jason Brady, who worked on the farm this summer.

The crops that Fenner Farm produces include: tomatoes, cherry tomatoes, potatoes, dill, cilantro, basil, swiss chard, turnips, squash and beans.

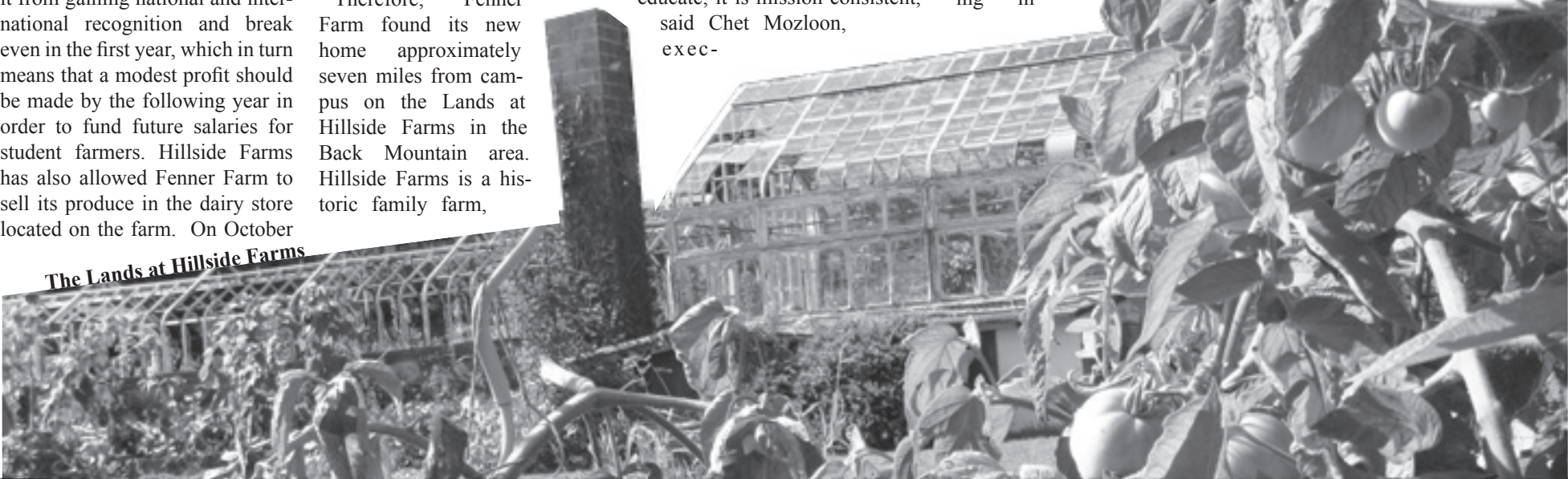
Sodexo food services will use the produce in Wilkes University's cafeteria. Gricos Catering in

Exeter and Something Special in Kingston are also among those that have promised to purchase Fenner Farm produce with additional orders already in place for next year.

The future of Fenner Farm looks promising. Not only will crops eventually come home to be grown on campus, but Flint explained that Wilkes will also remain at Hillside Farms. According to Flint, the idea now is to plant cover crops on campus to increase soil nutrients, especially nitrogen. Later this semester, student workers will turn the cover crops into the soil.

Flint concluded, "The closer one is to the Earth, the greater respect one has for all living things. It's a wealth of wonderful opportunities."

The Beacon/Jenna Stephens



The Lands at Hillside Farms

The BEACON

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Meet our editors...



Carlton Holmes & Andrew Seaman

GRANT from FRONT PAGE

ty and students, which is a very important characteristic...and of course, the success of our students after they leave here,” said Dr. Michael Steele, an author of the grant proposal and professor and chair of the biology department. “They [HHMI] are really interested in investing in the basic science education with the goal of promoting and developing more scientists and medical doctors,” Steele added.

The Swarthmore, Franklin & Marshall and Bryn Mawr colleges in Pennsylvania also received grants averaging \$1 million.

“[The grant] speaks highly of their [biology department’s] track record, their teamwork and rigor of their research with the students, and their mentoring track record is really central,” explained Dr. Dale Bruns, Dean of the College of Science and Engineering. “The funds help reinvigorate the interdisciplinary aspect that we try to

achieve,” he added.

The grant allows students to experience graduate work in an undergraduate school. Bruns emphasized he is very proud to be a part of it.

“I think it’s a great opportunity for the biology department to expand on what they already do,” said Andrew Julian, senior biology student at Wilkes. “They have a lot of diverse majors and help out with some of the students who will eventually go to [medical] school and professional schools,” he added.

“The department has new initiatives to increase the quantitative and mathematical skills of biology majors,” explained Steele.

Additionally, the HHMI grant has allowed the department to hire five additional students for summer research, which adds to the eight positions already in place. Furthermore, there is now funding for research travel and seminars for students and faculty.

Other plans for the grant money include

new curricular developments. The biology faculty wants to create new courses, requirements and opportunities for the students.

The Director of Mathematical/Biology Center in the University of Tennessee, which is funded by the National Science Foundation, will be a consultant to the Wilkes biology faculty to help develop its curriculum.

According to Steele, new faculty members will also be hired within the next few years. They will conduct research and also teach a course or two. The grant allows the faculty to create courses that purposefully link the various fields of science and math.

One major component of the new curriculum will be the HHMI Superlab concept. The Superlab is “designed to give sophomore students intensive laboratory experiences at the end of their sophomore year. It will be a week long, intensive lab investigation, which allows them to hone their research skills,” said Steele.

Lastly, further development of pre-college

and outreach programs will result from the grant. Currently, Women Empowered By Science (WEBS), led by biology education specialist Debra Chapman, is a program for middle school aged women who have an interest in the sciences.

“There’s a lot of mentoring opportunities within this program. The kind of interaction you see between the college students and these young women is just outstanding,” Chapman stated.

The grant will allow the program to extend to two semesters and also provide a two week science summer camp for the young women.

Steele explained that the program will “make a significant attempt to involve young Latino women in the program.”

“The grant is such a widely recognized achievement outside the sciences that it really sheds positive light on the entire Wilkes institution,” said Steele.

Wilkes welcomes new face as first official mascot

BY GINO TROIANI
Beacon Op-Ed Editor

On September 4, Wilkes University introduced the community to the the Colonel, the first official life sized mascot in the university’s 75 year history.

The idea to introduce an official mascot arose soon after Wilkes hired 160over90, a branding firm from Philadelphia, to improve their marketing campaigns.

According to Christine Tondrick, associate director of Marketing Communications at Wilkes University, 160over90 wanted to “involve the university’s mascot to deliver acceptance letters at the students home, or to attend their graduation.”

However, the university did not have an official mascot at the time; therefore, 160over90’s ideas were not possible. “We started to developed a program, and hired a company to produce a costume,” said Tondrick. “We also asked student leaders on campus to be involved in that process.”

The press release issued by the university explained, “The Colonel has been the symbol for Wilkes University since 1947 but there has never been an official life sized mascot.”

After eight months of work, Wilkes unveiled its newest face of school spirit at this year’s Club Day. The new Colonel was complete with an colonial style, three-corner hat, a bulging upper body and pale blue face.

After the introduction of the Colonel at the public event, there appeared to be a mixed reaction from the crowd.

“To put things nicely, he is just plain creepy,” said sophomore nursing major Sar-

ah Walker. “If they’re trying to scare people, they are doing a good job.”

Junior mathematics major Katrina Bullock agreed. “His blue face is scary,” she said.

“Much better than the old mascot, but I’m still not sure why they went with the blue face. I really like the jacket and the belt. They worked in the yellow accents well,” said Steve Thomas, senior mechanical engineering major.

Regardless, in an effort to promote the new mascot, the Colonel has been featured on the Wilkes home page, which explains in detail about his unveiling and background.

In a couple of unique ploys, a YouTube video was also posted to spoof infamous Big Foot footage. The Colonel has also his own Facebook page on which he has already racked up over 140 fans.

“The purpose is that it gets people talking about Wilkes, who maybe never heard of the university before,” explained Tondrick.

“The Colonel symbolizes the Wilkes spirit of what it means to ‘Be a Colonel’ and brings a new level of school pride and sense of tradition to the University,” said Paul Adams, Vice President for Student Affairs at Wilkes. “Our mascot will be more than just a cheerleader at athletic events, providing another outlet to promote



The Beacon/Jenna Stephens

On Club Day, the new Colonel, the first official life-sized mascot, was introduced to the Wilkes community. Colonel mascot auditions are scheduled for September 16 and 17.

our philosophy of personal attention both on campus and in the community.”

Wilkes will sponsor a competition among students to take on the role of Colonel for the academic year. Officials say they plan to hire three students and offer \$3,000 scholarships and a free trip to mascot boot camp at the University of Delaware in October.

Hate him or love him, the Colonel is here to stay. With the help of a mascot, Wilkes may now be able to accomplish its goal of solidifying an iconic image for Wilkes University, which will play an important role in both the marketing campaign and around campus.

HOFFMAN

from FRONT PAGE

Hoffman, who has been a member of the Wilkes community since summer 2006, had originally decided to resign from her current position at the end of September to be closer to family. While Wilkes allowed her to live in University Towers, her family and home were still in Lancaster.

"We presented an opportunity to Pam. She thought about it for a few days very seriously and decided that it fit what she was looking for long-term, given some of the criteria she had for employment," said Frantz.

As director of financial aid, Hoffman will carry out two main responsibilities: she will act as the compliance officer for the university on the federal, state and institutional levels and will also be responsible for the "effective utilization of our systems and processes," explained Frantz. Hoffman will see that loans are certified and students will receive their aid in a timely manner. She will also communicate changes in aid packages and programs to students and parents and keep the financial aid area of the Wilkes website current and active.

Hoffman hopes to make the transition from director of SSC to director of financial aid with little trouble. She is familiar with all of the improvements made in the system and online over the past year, but there are many changes and updates occurring frequently in what Hoffman calls "a constantly evolving profession."

"There's always something to learn. I've never run into a financial aid person who says they know everything," she said.

While the responsibilities of financial aid director have not changed, Hoffman will take an nontraditional route in maintaining the position - she will do most of her work from her

home in Lancaster.

"My staff and students can easily get hold of me. We haven't done anything like this before so it's certainly a new way of looking at the job," she said.

"We haven't decided exactly how many days a week at this point, but certainly we have to evaluate how things are working both for the SSC, for the students receiving financial aid and for her," said Frantz. "Obviously, I wouldn't enter into this if I didn't have a high degree of confidence that there will not be a loss of service to anybody because of this."

Frantz mentioned that with technology like web cams on computers, anyone anywhere can be face-to-face if need be. Hoffman will also be equipped with a Wilkes phone number and access to the necessary systems from her home.

"Right now, I think it's going to be beneficial to the students and we might have to work harder as a team to fill the need that might be there, but we're hopeful that it'll work out," said Annmarie Carey, SSC service associate.

Service associate Karen Atiyeh agreed and stated that she finds comfort knowing associates could go to Hoffman with any question and she would have a solution or answer for them. "We're glad she's staying [at Wilkes], that's for sure."

Frantz also believes that Hoffman was the correct choice. "I have every confidence in the world that this is very positive for our students, for the SSC and for the community at large. It may be viewed as a bit non-traditional, but the flip side of it is that we chose the best person by far out of the pool of applicants to fill this position."

After a three week trip to Europe at the end of the month, Hoffman will assume



The Beacon/Jenna Stephens
Student Service Center service associates are pleased with Pamela Hoffman's appointment to financial aid director and are looking forward to working with Janine Becker, SSC director as of September 23.

her new role as financial aid director. Goals for the upcoming months include an upgrade to the MyWilkes portal of a Financial Aid tab and being able to speak with a student who calls and say, "It's all taken care of."

When Hoffman had originally intended to resign as SSC director before the semester, an application process promptly began to fill the position. Janine Becker will begin the position of SSC director on September 23.

"I am very excited about coming to Wilkes. Ever since I attended Wilkes as a grad

student, I have loved the campus. The improvements made recently are terrific and Wilkes plays a big role in the revitalization of the downtown area. I look forward to being a part of the Wilkes community and the downtown area every day," said Becker, who is currently working on her PhD in higher education administration at Marywood.

Discovery partners with grad college for instructional media program

BY CATHRYN FREAR

Beacon Correspondent

"Discovery" may be just around the corner for many would-be graduate students at Wilkes University.

The university's College of Graduate and Professional Studies has recently partnered with Discovery Company to offer a unique low-residence graduate program focused on technology.

Through the Discovery-Wilkes partnership, the university has launched an online masters degree program in instructional media. According to Assistant Dean of the College of Graduate and Professional Studies, William Jones, instructional media includes "all kinds of media available for utilization in education over a digital network...like the Internet."

Through the program, future or current educators across the globe will have the option to earn a degree from Wilkes in the ever-growing field of digital learning, an area of increasing

international popularity.

According to Dean of the College of Graduate and Professional Studies, Michael Speziale, two-fifths of the students currently enrolled in the program are from Canada and 18 U.S. states outside of Pennsylvania. Notably, the Discovery Company is not working with any other schools. Representatives forged the relationship with Wilkes through a former co-worker of Speziale.

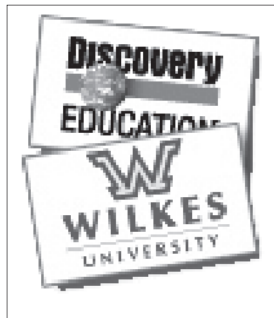
"The online format demands students to communicate digitally and makes the students more agile to communicate in the digital world. The way people create media is evolving," said Jones.

With digital technology and websites like

YouTube and Facebook gaining in popularity and use, the field of education is forced to take itself to the next level, too.

Some education majors looking to take their degrees to the next level say they are excited about the opportunity Wilkes and Discovery are providing. Amber Gill, a junior elementary education major, said, "When they put the article up on the web over the summer, I read it and my immediate reaction was, 'That is what I want to do!'"

Not only will Wilkes students be working with the parent company that owns such premier education stations as The Discovery Channel, The Learning Channel and The Science Channel, but they also have access to the most experienced professors in the field.



Courtesy Mass Communications

Kathy Schrock, known to Wilkes educators for her expertise in the teaching and use of instructional media, said, "My course, 'Web-Based Tools for Educators' will provide instruction, practice, and practical ideas for enhancing collaboration and provides teachers with a tool set for designing curriculum and enhancing student assessment..."

Skeptics say that classroom education cannot be replaced. However, proponents of online instructional delivery note that it is not really a replacement as much as an enhancement to keep up with the future of education.

Kristine Pruett, Director of Graduate Education, said, "Education majors now and in the future are and will be engaged and embedded in the digital world. It will undoubtedly continue to grow."

CLUB

from FRONT PAGE

Ithaca College in 2007. Feeling that Wilkes was left out, she began to put together a club that would center in on just that.

How is this club any different from other environmental clubs that Wilkes already has? The Environmental Club, also advised by Troy, is a recreational club that does outdoor trips such as canoeing and camping which allow students to become familiar with nature and its surroundings. The Air & Waste Management Association is geared towards career and professional development involving mostly environmental engineering or earth science majors who participate in professional and service activities, according to advisor Dr. Prahlad Murthy.

The SES club has plans to foster environmental awareness among students, faculty and eventually the whole community. DeCesaris said that members believe they can help educate students while simultaneously sustaining environmental health.

One project in the works might be termed a sort of "swap meet." The idea is that students may donate items such as clothing, shoes, books, notebooks, binders, artwork, blankets, purses, etc., that they might oth-

erwise throw away. Students in search of such items may then take them instead of purchasing new items. If a person donates and sees something else they like, then they take it. According to DeCesaris, the trade is not only restricted to those who donate; anyone can come and look for something they may need or just come browse. The project reflects the fundamental idea of what it is to actually recycle. It's affordable and a way to get rid of or gain common items. The SES Club also plans to play an active role in Wilkes University's Fenner Farm.

Working with the university and other clubs is a goal of SES members. According to Jeff Neimiec, SES club vice president, members are willing and hoping to work with other organizations around campus to provide helpful tips on how to become more environmentally sustainable.

"We really want to spread awareness," said DeCesaris, "because this is something [students] are going to be seeing everywhere soon. In their [future] jobs and as [they] expand and grow and leave Wilkes, sustainability will follow them."

SG Notes September 10, 2008

Treasurer's Report

All College: \$25,000.00

General: \$9,330.85

Special Projects: \$3,500.00

Spirit: \$2,000.00

Leadership: \$3,744.59

Conferences: \$12,500.00

Start-Up: \$1,500.00

Club Reports

The following clubs presented updates on their events.

Programming Board

New Business

· *Students for Environmental Sustainability (SES) Club-* discussion of its recognition as a club on campus. SG members debated whether SES should join the Environmental Club, but the distinction came down to a matter of recreational versus sustainability approaches. SG members voted in favor of SES club status.

· *Step Club-* although constitutional changes are still needed, the motion was passed to approve the Wilkes University

Steppa Association.

· *Club Day Allocation-* motion passed to reimburse \$2,760 to Student Development for the Club Day event.

Homecoming- Homecoming events will take place the week of September 29. Activities are being planned.

Old Business

· *Provost Dr. Reynold Verret and Vice President for Finance Operations Petra Carver Q & A*

· *Rock wall training*

Events

Fall Elections September 22-24

Council of Clubs September 23 11:30 a.m.

* At 7:30 p.m., a motion was made to adjourn the SG meeting. The motion was approved.

SG meetings are open to all students. They are held every Wednesday in the Miller Conference room on the second floor of the HSC.

Bart & Urby's Downtown Bar & Bistro

WITHIN WALKING DISTANCE OF CAMPUS!

Specials This Week:

Monday: "Yuengs and Wings"

\$35 wings and \$1 lager draft

Tuesday: "Comfort Food Night"

Choice of 3 entrees, including salad for \$6.95

Wednesday: "Mini Clam Bake"

Basket of smoked sausage, red potatoes, corn on the cob, and a dozen clams served with old bay butter and fresh bread: \$8.50

Thursday: "College Night"

After enjoying our wings at Party on the Square, take advantage of drink specials while listening to *M-80*. Coming soon: Beer pong!

Friday: Featured Band

Echoes Awaken

Saturday: Featured Band

40 LB. Head

Happy Hour: 9-11pm

Sunday: Happy Hour 9-11pm



Hours: Monday-Friday 4pm-2am
Saturday 2pm-2am
Sunday 4pm-2am

HAPPY HOUR: MON- FRI 5-7 PM

\$4 HOUSE PITCHER OF LAGER EVERY DAY!

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Opinion

SEPTEMBER 16, 2008

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Pharmaceutical ads can lead to harmful self-diagnoses

BY THE BEACON
EDITORIAL BOARD

A rain cloud hovers over a frowning bouncy ball which represents the 20 million Americans affected with depression, according to makers of Zoloft, a prescription drug designed to combat depression's symptoms. Zoloft is one of many selective serotonin reuptake inhibitor (SSRI) drugs widely marketed in the US through the mainstream media.

As the ad continues, the ball moves across the television screen, looking down at the ground and feeling "the weight of sadness" as the cloud follows the poor ball wherever it goes. "You feel exhausted, hopeless, and anxious. Whatever you do, you feel lonely and don't enjoy the things you once loved," an announcer explains while a blue bird approaches the ball. Things didn't "feel like they used to" until the ball took Zoloft and now it's happier than ever.

Direct-to-Customer (DTC) advertising of pharmaceutical drugs was once regulated due to aggressive advertising, but now DTC advertising has increased since the 1990s at a rate of around 30 percent compounded annually, according to *Heath Care in the New Millennium* by Ian Morrison. On September 2, 2008, the Washington Post reported that in 2006, U.S. pharmaceutical companies spent about \$5 billion on consumer marketing campaigns, which is only permitted in the United States and New Zealand. The pharmaceutical industry has become one of the largest growing industries in the United States even though customers can't buy these drugs without a doctor's prescription.

telefordpct.nhs

A doctor's prescription isn't difficult to get, because all a patient has to do is ask for something like Zoloft and 70 percent of the time a doctor will prescribe the exact medication the patient asked for,

according to *Death by Prescription* by Ray D. Strand. Before the patient even stepped into the doctor's office, the sympathetic advertisement of an animated bouncy ball has already convinced the patient that he or she suffers from depression and they need Zoloft to cure it.

The Food and Drug Administration (FDA) charged drug companies with "violations including omitting or minimizing drug risks, exaggerating the effectiveness of a drug, promoting unapproved uses for a drug, making false claims that a drug is superior to another, promoting drugs which are still experimental, using inconsistent or incorrect labeling information, and giving misleading or false information to doctors," according to a Consumer Reports analysis of the FDA regulatory letters from 1997 to 2002.

An analysis of television ads conducted by Frosch DL, Krueger PM, Hornik RC et. al, found that prescription drug advertisements focus on images of happiness, a regain of control over life, and social approval to hook people in. It is difficult for the doctor to evaluate the patient's symptoms and prescribe accurately when the patient lists off all the symptoms they heard on the commercial.

Canada is one of many countries that prohibit DTC advertising of prescription drugs to prevent inappropriate medicine use that could harm patients. According to an article by CUPE, the Canadian Union of Public Employees, "Prescription drugs are not like most consumer products. They can cause serious harm, even death. Moreover, a seriously ill person has much more to lose from false advertising than someone buying a computer or a haircut." CUPE is currently fighting to strengthen the DTC advertising limits, because

drug and media companies are pushing the Canadian law by showing US ads on cable television and in magazines that appear in Canada. The US prescribed 3.4 billion

prescriptions in 2003, while Canada only prescribed 361 million prescriptions, which shows that the United States is over-medicated by about 3.1 billion prescriptions, according to a chart from the Pfizer drug company.

DTC advertisements are not educational ads because they're aimed at increasing sales, so they have to be persuasive rather than educational. In the United States, the average number of prescriptions per person was 7.3 in 1992, which increased to 10.4 in 2000, according to Mike Fillon in *Ephedra: Fact or Fiction*. Pharmaceutical companies see that DTC advertising works because there was an increase in demand, especially towards the more expensive medications, which are the ones most heavily advertised.

The drugs that are advertised directly to customers are usually new drugs, which haven't been tested as thoroughly as already existing drugs, so little is known about the rare or long-term side effects. The Federal Patented Medicine Prices Review Board says that "only 15 percent of new drugs are significantly better than existing medications." According to a case study conducted by Graham DJ, Campen D, Hui R et al, Vioxx, a heavily-advertised arthritis drug, "caused around 115,000 heart attacks and thousands of deaths in the U.S." Based on market research, about four in ten prescriptions for Vioxx were encouraged by advertising. The Journal of the American Medical Association (JAMA) published a study in 1998 that showed that 106,000 people die each year in American hospitals from medication side effects.

The evidence suggests DTC advertising of prescription drugs has potential to mislead American consumers and also encourage self-diagnoses that can be harmful. Because the information in advertisements is purposefully designed to persuade rather than inform, consumers may be persuaded they have all or many of the symptoms described, when in fact, that may not be the case. If doctors do not carefully question patients' claims and require close, personal observation of symptoms, the result could be increased American dependence on drugs that are either inappropriate or potentially harmful to the patient. According to CUPE, "Advertising of medicine turns normal life into a medical problem" and these ads "aim to convince people that they have

Point 1



- Pharmaceutical companies spend large amounts of money on DTC advertising even though a doctor's prescription is needed to buy prescription drugs.

Point 2



- Doctors will prescribe what their patients ask for 70 percent of the time, because the patients are convinced by DTC ads that they need a certain drug.

Point 3



- Since DTC ads are misleading, consumers put their health at risk when they listen to these ads, which is why DTC ads should be banned in the United States.



The Angry Rant: Escalator Madness

BY TIM SEIGFRIED

Beacon Staff Writer

"An escalator can never break. It can only become stairs. You would never see an 'Escalator Temporarily Out of Order' sign, just 'Escalator: Temporarily Stairs. Sorry for the convenience.'"

-Mitch Hedberg

Ah, escalators. The lazy man's staircase. The mover of those who wish to not use their legs. The answer to the question that I'm pretty sure was asked by someone: "Hey man, how can I get there with less effort?"

The escalator was invented in 1859 by Nathan Ames, a Massachusetts man who I assume was lazy. I bet he was so lazy that he, in a quest to become even lazier, put massive effort into finding out ways that he could fulfill his lifelong dream of becoming the laziest man alive. That, boys and girls, is what we call "irony."

The escalator, despite the fact that it makes our lives easier, is actually one of the most maddening devices ever created. Maybe it's just me (it most likely is), but I hate the escalator because of what it does to those who step upon it. As far as I'm concerned, it is an instrument of Satan, a purveyor of evil, and most importantly, something which angers me.

And thus, this week's angry rant.

Let me tell you why I hate the escalator: First, it makes people lazy. How many times

have you found yourself on an escalator, and you're in a hurry, and the moment your foot hits the first step, you freeze and let it take you the rest of the way? Even though the escalator will take longer than taking the stairs, you don't mind, because, why should you? You're on the magical escalator that will take you to the enchanted land of the second floor!

The escalator is not a ride. Do you see a man in a red vest collecting tickets or checking for hand stamps? Is there a pretty lady in a skirt checking to see if you want your Bloody Mary topped off or a fresh bag of peanuts? NO! Of course not. Why? Because this isn't Six Flags Over Wilkes-Barre, genius. It's a staircase that moves.

When you get on an escalator, you need to move with it, the same as those walkways in the airports. They are there to help you get from point A to point B in less time, and the only way that is accomplished is if you move with it. It defeats the purpose if you just stand there.

I can't count the amount of times that I've been behind an elderly person who slowly shuffles on and off the escalator, despite the fact that they have a cane or some other debilitating weakness. Listen, I know you're old, and I don't mean to be ageist, but let's face facts, it might be time to hang it up, folks. You're not as young as you used to be, and you're running a risk of breaking your hip (again). Think about it: if you're disabled to the point where it becomes difficult to use the stairs, then you may want to rethink the escalator, you know, seeing

as how it's a staircase with sharp teeth that moves

A staircase is stationary, and if that presents a problem, then perhaps you shouldn't be hopping onto the escalator, which requires a certain amount of coordination to step on and off.

But really, folks, if you can't use the steps, then stay off the escalator. It's like being unable to juggle, but trying to do it for the first time, except you're juggling chainsaws, while you're standing on a sheet of ice, while hungry tigers with crossbows encircle you.

Stick to the elevator, please. It's safe, and there isn't a complicated dismount.

Third, there is a trend of people wanting to carry on conversations while standing in the same exact spot that the escalator dumps out onto. Ever been in that situation? You're moving down the escalator, with a handful of people behind you, and instead of an easy exit, you have to dodge the three chatty Kathys that decided to talk about last night's episode of "Sex and the City." Excuse me, but can you please take your game of bridge elsewhere? The bottom of the escalator isn't a social hall; it's designed so that people can exit in a safe and efficient manner, and we can't do that if people stop at the bottom to finalize their dinner plans.

Take your conversation to a bar. At least there you can babble endlessly while you're putting down couple of highballs.

And finally, a broken down escalator is just as useful as a working escalator. If you see that an escalator isn't working, then guess

what - You treat it like it's a set of stairs. Oh, what's that? You've forgotten what stairs are? Shocking. A while back, I was walking behind a group of college students who were heading for the escalator, and when they arrived at it and saw that it wasn't on, they preceded to look at each other for a few minutes until one of them had the bright idea to actually WALK up the steps. Give that guy a medal. But these are college students we are talking about. Young, educated (unless they went to King's*) college students who couldn't figure out if the thing would burst into flames if they dared to set foot on it.

(*O.K. Kings, sorry for the dig, but seriously, your teams called "The Monarchs." Do I need to go any further? What is that, a butterfly? Or is it like the government? Either way, don't mess with the Colonels. Even though we do have the word "colon" right in there. That's right, a poop joke.)

So, in an effort to curtail the use of escalators (or to at least get people to actually use their legs while on them), I've compiled a list of slogans to help curb their use.

"Yes, this escalator makes your butt look fat."

"Remember all those escalator stabbings last month? They never caught that guy, did they?"

"Escalators: The Modern Day Bathroom"

"Al Qaeda Approved."

And finally: "Escalators: Slightly worse than Deliverance."

Good night everybody!

Your Voices Nursing program not what student anticipated

Dear Editor:

My opinion? Does it even matter at this point? Well, since you insist, here's my voice:

Honestly, starting from day one in the nursing program it has been oh-so "overwhelming"-and that is day one of taking anatomy and physiology at Wilkes University-from not being formally told what a lab practical was, poor direction in the lab setting, and heartless professors. And I have made it thus far, but now, I feel as if we are all bombarded with so much weight on our shoulders.

When we were given the email for the sophomore nursing orientation in Breisth, I for one could only hear the negative:" No: flip flops, earrings, perfumes, makeup, fail, fail, fail." I see no positive reinforcement at all; and this is sad to see that since nurses are supposedlyly compassionarte and caring,

that most of the instructors have not been expressing these virtues.

There is no 'step-by-step' interaction; it's more of an "Okay. So here's your information, syllabus, and workload... now, let's begin a powerpoint presentation." Regardless, that we are now college students, but at least have a more organized plan of action. And you make it all seem like a piece of cake wearing these white coats with honor and whatnot. All I see is lab coats.

I, for one, am completely lost in the fundamentals of this semester itself.

We are told, "Oh, there is such a shortage in nurses today." Well, forgive me for saying this, but I blame it on the disorganization of the program and the rush. Two days ago, when I went to the bookstore to pick up my books I was about to leave when the lady at the counter said, "Wait! That box says '1 of 2'." I was in total shock. To open my books and look at the workload that is ahead is sickening. I counted 14 items; fourteen items all in relation to nursing courses.

Oh, and to find out that book no. 15 was on back order. Pure vomit.

The syllabi state roughly thirteen chapters of God-knows-what to read--just within the first-to-second week--plus the student nursing handbook. And to top it all off, we get assignments to make drug cards and so and so. This continues for a good length of time, possibly till the point of a hopeful graduation. Forgive me for being so straightforward, but to copy massive amounts of information onto an index card (regardless of its size) is already time-consuming.

You all wonder why we are "overwhelmed" and "shocked". Well, to be perfectly honest, what emotion would you like us to exert? Happiness that we could save lives? Or happiness for us to do the messy-clean-up? Because, I would love to know. I cannot be the only one who is irritated with the current situation. I have talked to a good majority of nursing majors all of different class statuses. Ideally, they have responded to how poor instruction the nursing depart-

ment displays.

I, for one, can say that maybe this journal entry is vital to us. Because, surely I am evaluating myself wondering if nursing is the route I should take. I do not think I can hear the quotations and phrases: "I know this is all overwhelming. It's a great profession. You'll make it. Just keep trying. etc." For me to deprecate and view the nursing program in this utter disgust is something I hope you will take into consideration; and if not, that's fine. You can consider this a "common criticism"--since that's how a good majority of the nursing faculty and staff live their lives while instructing the future nurses. So, that's my "feelings and concerns" on my wonderful future ahead...if I get there.

I wish the best of luck to my friends and the future nurses who make it to their final year.

Matthew E. Vital
Sophomore nursing major

IVF success: sperm competition may be key

BY GINO TROIANI
Beacon Op-Ed Editor

This week I wanted to get down and dirty with one of my favorite topics - sex.

Human in vitro fertilization or (IVF) was developed in the United Kingdom by Patrick Steptoe and Robert Edwards in the 1970s.

Together, they were able to successfully fertilize human egg cells with sperm outside of a woman's uterus to create an embryo, resulting in the birth of Louise Brown on July 25, 1978. Their research suddenly gave hope to many infertile couples, and today there have been over three million IVF births worldwide.

There are numerous variables that factor into the IVF success rates, such as age, physical state of the uterus, and health of the sperm; according to the Advanced Fertility Center of Chicago, the average pregnancy success rate for a woman under 35 is in the fifty percent range. If the procedure is a failure after the first attempt, it is not uncommon for couples to re-try.

The problem is that the average cost for IVF is \$12,000 per cycle, according to a recent story on MS-

NBC, making it financially impossible for many couples to afford a second procedure, particularly if standard health insurance policies will not cover it.

What is being done to boost success rates?

There have been numerous studies on both human and animal sexual behavior to help understand the fertilization process, and how to stimulate the production of large amounts of healthier sperm. One of the most common areas of study is sperm competition.

According to author G.A. Parker, if more than one male's sperm occupies the same female, sperm competition will occur. Based on certain circumstances and situations, males in various species have been known to tailor their ejaculations so that they can compete with other males.

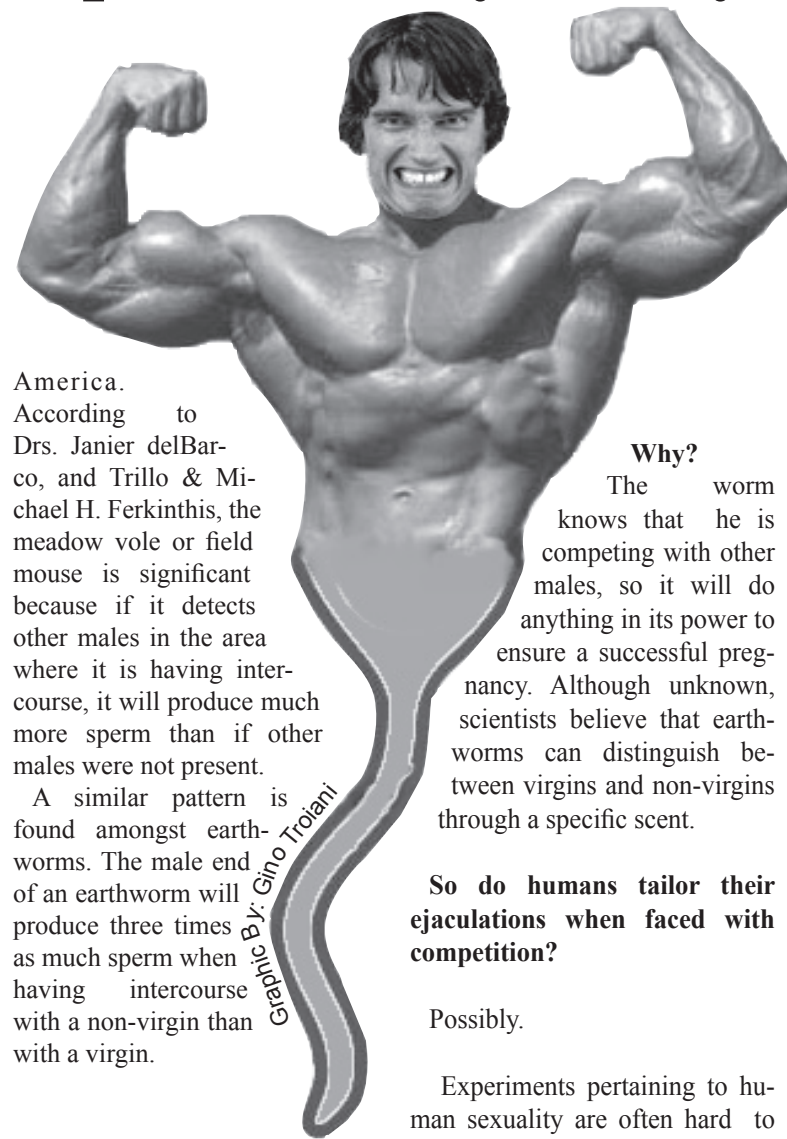
Think of it as a lottery. The more tickets you buy, the greater your chance of winning.

First off, take into consideration the meadow vole (*Microtus pennsylvanicus*), which is a small rodent that can be found in North

America. According to Drs. Janier delBarco, and Trillo & Michael H. Ferkinthis, the meadow vole or field mouse is significant because if it detects other males in the area where it is having intercourse, it will produce much more sperm than if other males were not present.

A similar pattern is found amongst earthworms. The male end of an earthworm will produce three times as much sperm when having intercourse with a non-virgin than with a virgin.

Graphic By: Gino Troiani



Why?

The worm knows that he is competing with other males, so it will do anything in its power to ensure a successful pregnancy. Although unknown, scientists believe that earthworms can distinguish between virgins and non-virgins through a specific scent.

So do humans tailor their ejaculations when faced with competition?

Possibly.

Experiments pertaining to human sexuality are often hard to conduct because there are practical and ethical issues. However, based on the information above, scientists suggest that men who ejaculate while watching pornographic material tend to produce healthier sperm than those who do not. Also, it is inferred that men who are shown images of a woman with two men tend to produce healthier sperm than those who are not.

Although much research still needs to be conducted, the information collected in similar experiments may one day revolutionize the procedures and effectiveness of IVF, and prove higher success rates for infertile couples around the world.

This research is both crucial and necessary in improving the ability of childbirth. I applaud the efforts of the scientists who have devoted so much time and effort towards a noble cause.

The Beacon Poll Question

This weeks question:

Should the United States ban direct to customer advertising of prescription drugs?

- Yes
- No
- Depends



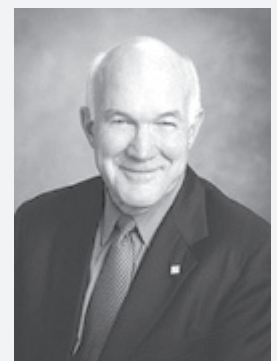
www.telfordpct.nhs

Last weeks question...

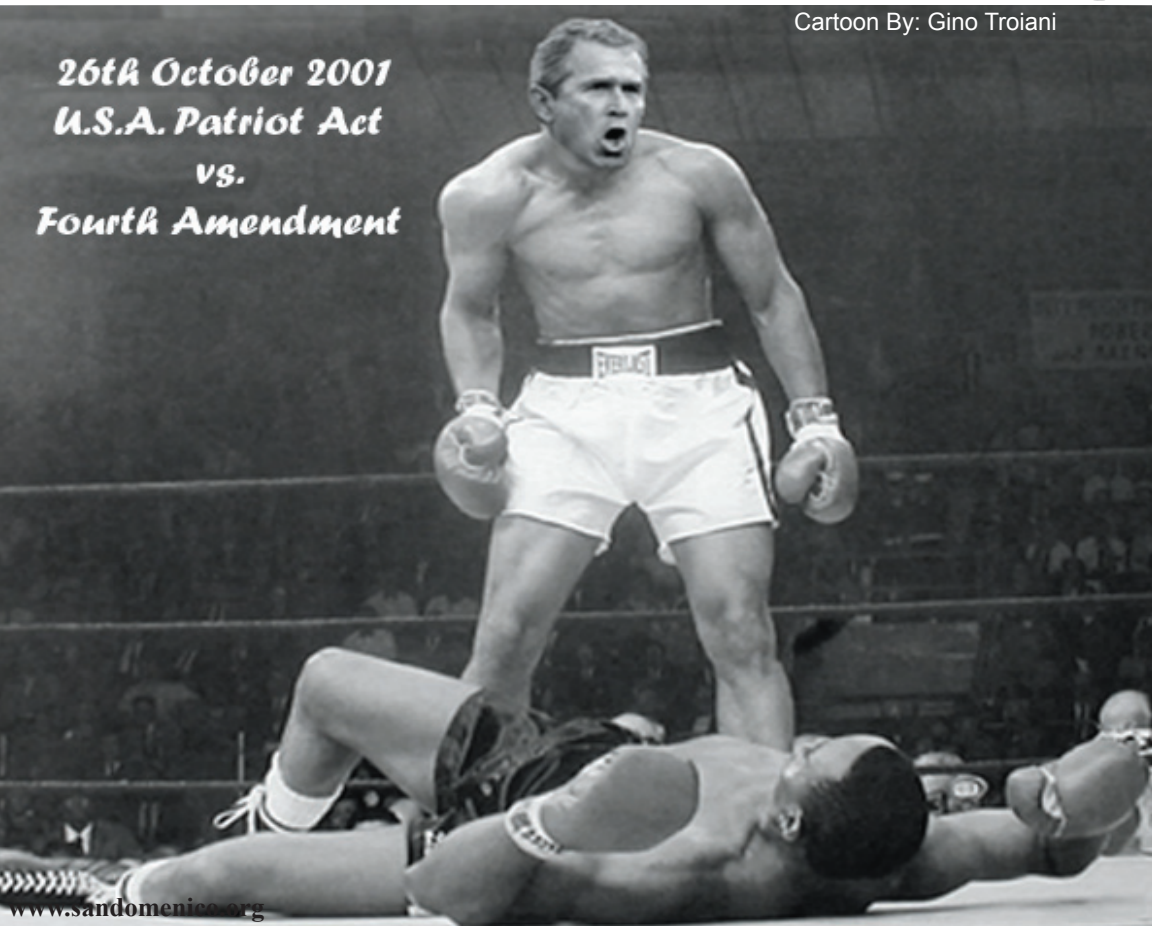
Should Wilkes President Gilmour sign the Amethyst Initiative?

Results:

- Yes - 63%
- No - 37%
- Depends - 0%



Courtesy Marketing Comm.



Cartoon By: Gino Troiani

26th October 2001
U.S.A. Patriot Act
vs.
Fourth Amendment



Easy ways to save
at the pump

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Lifestyles

SEPTEMBER 16, 2008

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Future educators engage on issue of suicide

BY LEEANN SEARFOSS

Beacon Asst. Lifestyles Editor

The photo on the overhead was graphic and stunned the audience to silence. The picture, taken by I. Russell Sorgi, a photographer for *The Buffalo Courier Express*, depicted a young woman jumping off the ledge of a building.

"All we get is a snapshot--a snapshot of people, who they are, and how they feel," said Dr. J.J. Rasimas M.D., Ph.D., and leading authority on the phenomenology of suicide.

Rasimas' lecture "Suicide: Public Health Challenges and Opportunities," was held in the Henry Student Center Ballroom on September 11. The lecture was part of the Issues in Education Series, first initiated by Drs. Robert and Judith Gardner. They created the series of lectures to inform students, specifically education majors, on public, health, and social issues they are likely to face in the classroom.

"Every once in a while we invite guest speakers who have insights about education, and we make those lectures available to everyone on campus, with a primary focus on education students," stated Dr. Ju-

dith Gardner.

Rasimas spoke about how he reached his current practice, the Office of the Clinical Director at the National Institute of Health. Rasimas' medical focus has transitioned through his move from the Mayo Clinic to the National Institute of Mental Health.

"It was during medical school that I transitioned over from thinking about oncology to being interested in mental health. I thought going into medicine meant making people's lives better. I met a lot of people who were really sick but still had great lives and vice versa, people who weren't really sick but had miserable lives. Psychiatry offered a chance to investigate that," said Rasimas.

The lecture offered statistics of suicide, as well as risk factors, detection, and resources for both those afflicted by suicide and those who are confronted with it.

Rasimas took the time to point out the risks of suicide and the common signs seen in and around college campuses, especially with the recent tragic events at Virginia Tech and other institutions. According to the research conducted by the National Institute of Mental Health, risk factors for suicide, especially in college-aged individuals,



The Beacon/Lauren Biernacki

Dr. J.J. Rasimas addresses the Wilkes community about the risks, signs, and symptoms of suicide. The lecture was held in the Student Center Ballroom.

include attempts, intent, impulsive choices, drug and alcohol users, and past suicide exposure.

"College is an in-between existence. It is a time when young people float between dependency and autonomy and individualism and community," said Rasimas during his lecture.

The lecture concluded with Rasimas offering a few words for future educators,

current educators, and students alike.

"Stay. Listen to them. That's all we can do," stated Rasimas.

The Issues in Education Series will continue with a new lecture on October 7 in conjunction with the Anti-Defamation League and the Jewish Community Center. The lecture will be accompanied by a workshop on anti-bullying and several corresponding multicultural issues.

Suicide expert offers insights in Issues in Education Series

BY LEEANN SEARFOSS

Beacon Asst. Lifestyles Editor

According to Margarita Tratakovsky, the National Institute of Health reports that "75 percent of all individuals with an anxiety disorder will show symptoms before the age of 22."

Last Thursday, renowned suicide and mental health expert, Dr. J.J. Rasimas, offered a lecture, "Suicide: Public Health Challenges and Opportunities," as part of the Issues in Education series. Rasimas is a graduate of Wyoming Seminary College Preparatory School in Kingston, PA, as well as the University of Scranton and Penn State University. Rasimas agreed to sit down and speak with *The Beacon* to offer some insights into his dedication to educating on the issue of suicide.

The Beacon: Because of your obvious professional background, you make a

perfect fit for this lecture series. What is your purpose with today's talk?

Rasimas: The more we have stories that really frighten us about what happens on college campuses--places like Virginia Tech--where mental health issues go unnoticed, the need to do outreach to individuals in similar situations becomes critical. This is an opportunity to come and talk about some of the problems associated with research and also point out some of the things we are not doing as well as we could about making help available to those who are in distress. It's an opportunity to enhance awareness to the



Photo courtesy of
www.wyomingseminary.edu

Dr. J.J. Rasimas

problems that are already addressable.

The Beacon: Since your main outreach this afternoon is college-aged students, are there any specific things young people can do to address such a devastating topic when they are either approached or have these feelings themselves?

Rasimas: I know that just talking about the problem for half an hour or so is not going to change all the college policies that make it difficult to get people

into treatment and care. We don't help for reasons of stigma or rules of friendship. But still, silence is the most danger-

ous of any response that we could possibly have. The silence or lack of a relationship could be the missing link. The thing that keeps people in the world is relationships. It's what we're here for. We are not here to be islands in and of ourselves.

The Beacon: Are there any thoughts or advice you would like to leave your college audience?

Rasimas: I would want you all to question why there is an illness that kills more people your age than every other major medical illness out there. This has not been on the radar or the front pages and our resources are not going towards it. If I were you, I would want to know why. As you move on after college, you should have people look at your age group and say, "How much do you really care about us being alive?" Because if you make it through this time period, you are the leaders for the next generation.

Gas prices have you bent out of shape?

Six easy steps to help you save money

BY GINO TROIANI
Beacon Op-Ed Editor

Despite a recent slight decline in gas prices, an August CNN/Opinion Research poll determined that "Seventy-five percent of respondents said that the price at the pump is a 'financial hardship.'" All most consumers can do is watch helplessly while oil compa-

nies suck up loose change like a high-powered Shop-vac.

According to Matt Ruch a freshman commuter at Wilkes, "Gas prices are pretty bad." Between commuting from Dallas, and family obligations, Ruch explained that he spends roughly "a \$100 a week."

Sophomore James Histed, shared similar feelings. "Because of gas prices, I can't even make the trip home anymore on the weekends to visit my family. In fact, I can't make any trips," he said. "It is ridiculous."

If you are angry, or simply wondering where the money will come from to fill the tank this week, here are a few tips for how to save and keep your gas gauge on full.

1. Find the cheapest station in town.

Gas stations that pump the fuel for you, or that double

as a service station often charge more.

2. Remember the key to finding cheaper gas: Location location location...

Stations located by major highways often charge more for fuel because drivers are likely to pay more for convenience.

3. Time your fill-ups.

Wednesdays are often the best time to buy gas because stations tend to hike prices for the weekend.

4. Don't get burned.

Before a hot day, it is important to buy in the morning when the ground is still cool. The reason is that the gas will be denser. Pumps charge by the volume of gas, not density, so when the air is cool, there are fewer fumes, and drivers can put more gas into the tank.

5. Good aerodynamics help with mileage.

If possible, empty your roof rack and fill your tires to an appropriate level. Also,

6. Drive smart.

The faster and more aggressively you drive, the more gas you will guzzle. Arriving five minutes early might end up costing you countless dollars in the long run.



The Beacon/Jenna Stephens



The Beacon/Jenna Stephens

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Research conference brings scientific, cultural growth

BY CHRISTA SGOBBA

Beacon Lifestyles Editor

Juniors Jay Shah and Neil Kocher learned a little more about the professional science community when they presented their research at an international convention.

Then, when they took the local bus back to their hostel in the heart of Merida, Mexico, they learned a little more about authentic Mexican culture as well.

Shah and Kocher, both biology majors with pre-med concentrations, presented their research on rice genomics at the annual meeting of the American Society of Plant Biologists in Merida from June 25 to July 3. This international convention drew science professionals, graduate students, and undergraduates from places all over the world, including England, Spain, Argentina, and Australia.

"It's great to be able to go and present our research at an international conference with the world's top scientists presenting," said Kocher. "Going there and listening to their work, you pick up a lot. All these different personalities, different styles, and different ways of thinking definitely broaden your scope of a scientific education."

Their research project began in the spring of 2007, when Dr. William Terzaghi took a research sabbatical at Yale University.

Over the summer, he and several Yale students and professors began studying the DNA sequence of rice plants and the role of antisense transcripts in light-regulated pathways. In the fall, Terzaghi brought the project back to Wilkes, where Shah, Kocher, and senior Naseem Mian joined the team.

When the project began, the rice genome had only been sequenced for a year, so the goal of the research was try to find out what

parts of the genome were actually being used.

"It turned out that there were a lot of surprises," said Terzaghi. "All kinds of what we thought were the rules were being broken."

Previous theory held that only one strand of the two-stranded DNA was used. Instead, the researchers found that copies are made of both the top strand and the bottom strand, which, according to Terzaghi, is true for close to 10 percent of the genes, both for rice plants

conference to present with them, it's pretty significant," Shah said.

While Shah and Kocher both agree they learned a lot from the conference, they also acknowledge that their experience in downtown Merida taught them about cultural differences.

Unlike the majority of the presenters who stayed in a swanky hotel located near the conference, Kocher, Shah, and Terzaghi chose to stay in a youth

ing the local bus stop. By practicing their Spanish, they were able to converse with local vendors at marketplaces and restaurants, which gave them a more authentic experience in Mexico.

"Speaking Spanish can open doors you wouldn't have otherwise," said Terzaghi. "By speaking Spanish we were able to take a local bus and travel the way Mexicans travel. If we didn't, we would have to take one of those tourist buses, and they go flying by all the local villages."

One of the different things about Mexico, the students found, was the way that locals eat. Unlike Americans, who Kocher said, "live to eat," Mexicans seem to eat for energy.

"They're very busy," said Kocher. "The food down there, rice and beans and different kinds of tortillas, it's all carbohydrates packed for energy. And it was very useful when we were trekking around."

After the conference concluded, the students and Terzaghi decided to stay another day to visit the Mayan ruins of Chichen Itza. They also witnessed Mayan ballet, a traditional indigenous dance, and bought souvenir handmade hammocks, for which the Yucatan area is known.

Despite the spartan accommodations and lack of air conditioning at the hostel, Shah and Kocher believe they received the more authentic Mexican experience with their trip to the conference.

"Let's face it, you don't come down to Mexico to get your air conditioning and satellite television," said Kocher. "You go there to see the culture. That's half the experience."

Emergency medicine is my primary interest tentatively.

The Beacon: Describe yourself in three words.

Shah: Diligent, quirky, and determined.

Kocher: Adaptable, salubrious, and energetic.

The Beacon: Finish the sentence: "My friends would be surprised to know that I..."

Shah: ...can ride a horse.

Kocher: ...will actually succeed in life and get into medical school.

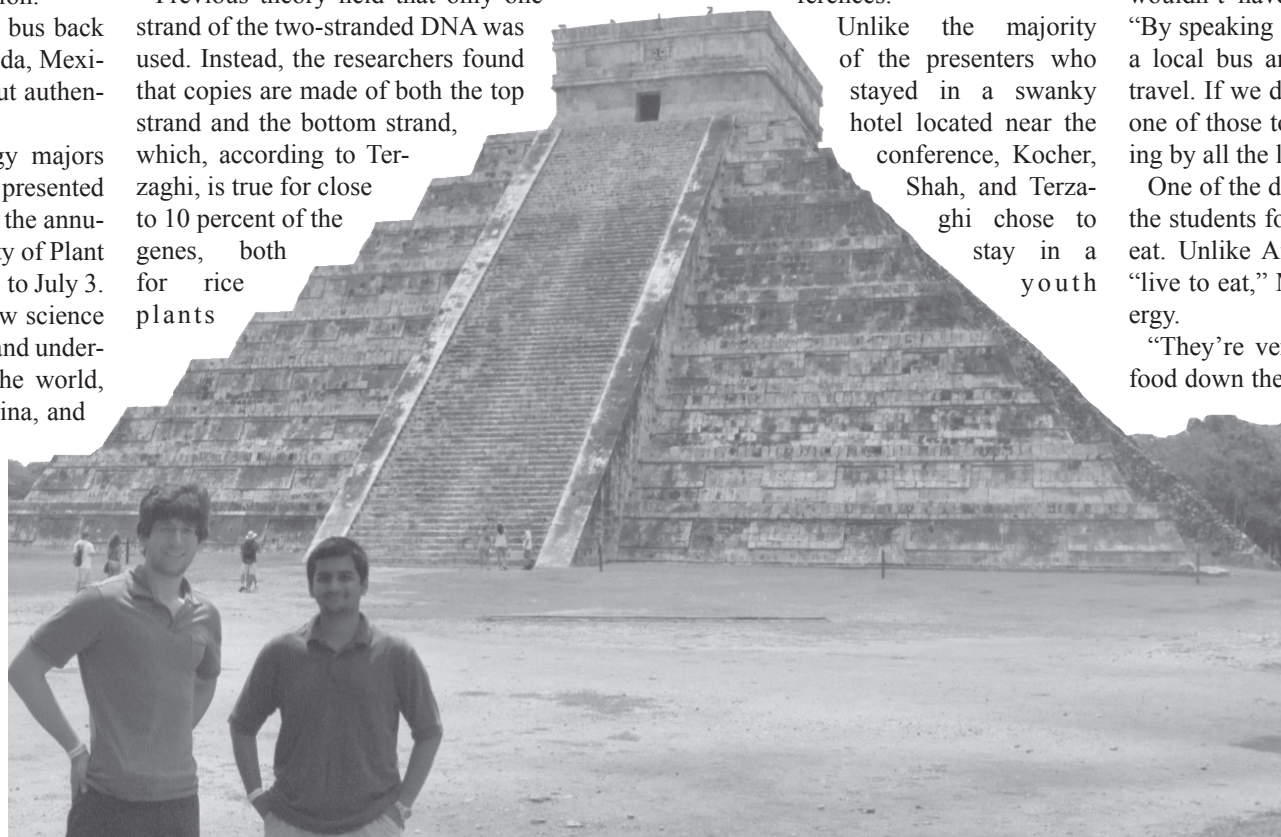


Photo courtesy of Neil Kocher

While presenting their research at the American Society of Plant Biologists conference in Merida, Mexico over the summer, Neil Kocher, left, and Jay Shah took time to tour the sites in Mexico, such as the ruins of Chichen Itza.

and humans.

At the conference, Kocher and Shah presented their findings during the day dedicated to undergraduate research presentations. They also left up their poster so other scientists could ask questions during the remaining days.

"There were a lot of graduate and postdoctorates presenting their posters, and as an undergraduate to get into an international

Over the summer, biology majors Neil Kocher and Jay Shah traveled to Merida, Mexico to present their research on rice genomics at the American Society of Plant Biologists annual conference. Kocher and Shah, with their professor, Dr. William Terzaghi, studied the DNA sequence of rice plants and the role of antisense transcripts in light-regulated pathways.

Prior to their presentation in Merida, Shah and Kocher previously presented at the Pennsylvania Academy of Science and the Wilkes Undergraduate Research Sym-

hostel. For only \$10 a night, the hostel was a cheap alternative to the \$130-a-night price tag of the hotel.

"It was a fantastic experience," said Shah. "When you stay in a hostel, you see all these different people. There were people from France, English families, and students doing research from all over."

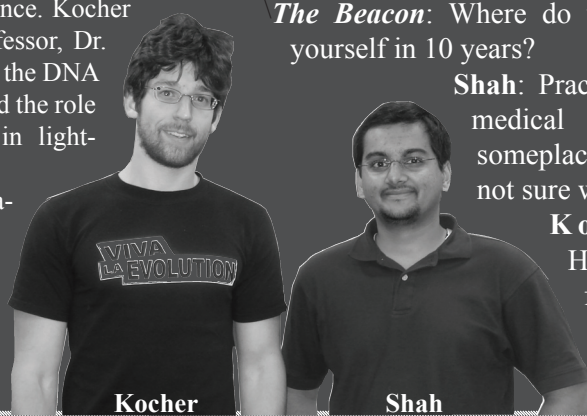
In order to get to the hotel, they needed to walk a mile through Merida before reach-

posium. Because of their active role in the science research community, The Beacon has chosen Shah and Kocher as its Students of the Week.

The Beacon: Where do you see yourself in 10 years?

Shah: Practicing a medical rotation someplace, I'm not sure where.

Kocher: Hopefully the same.



Kocher

Shah

Students of the Week

Neil Kocher & Jay Shah

Junior
Biology majors

Photo courtesy of Christa Sgobba



Recycled percussion rocks campus

BY AMANDA GUNTHER

Beacon Asst. A&E Editor

The stage of the student Henry Center was transformed into a heap of trash cans, buckets and ladders.

The four-man rock band, Recycled Percussion, took over the ballroom in the Henry Student Center on Wednesday, September 10 in

bers started their nationwide tour six years ago. Last week's concert was their second appearance at Wilkes University since fall of 2006.

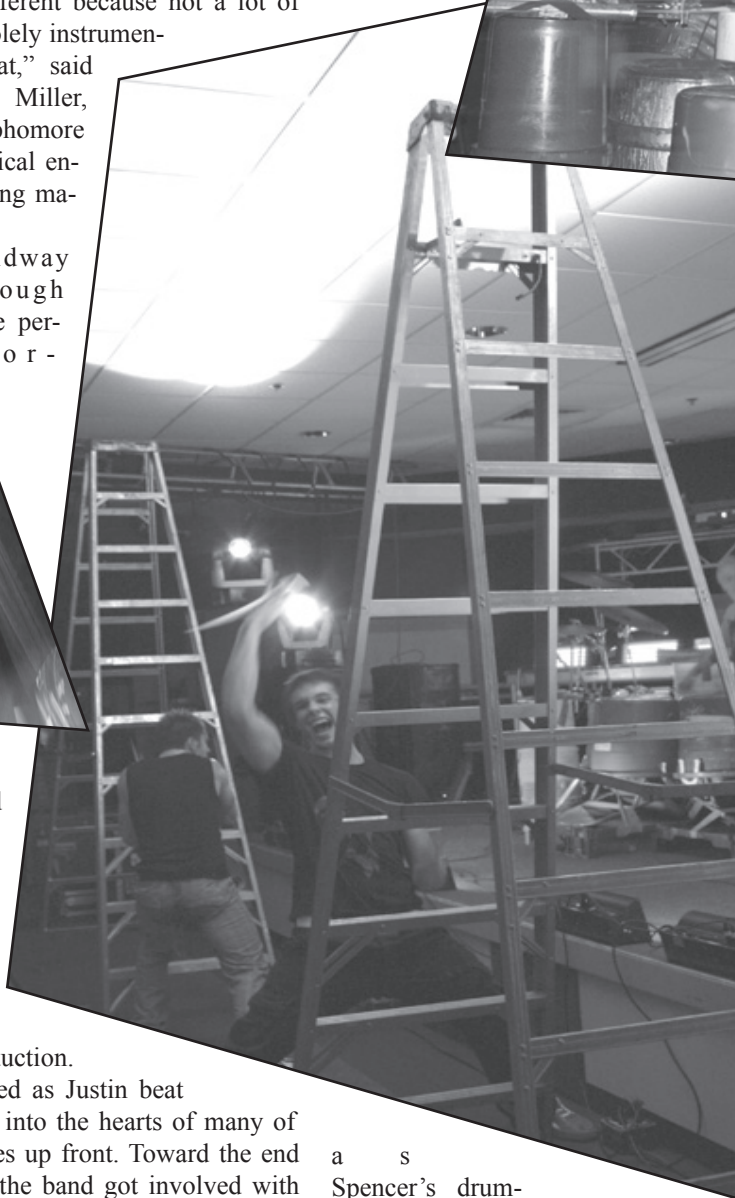
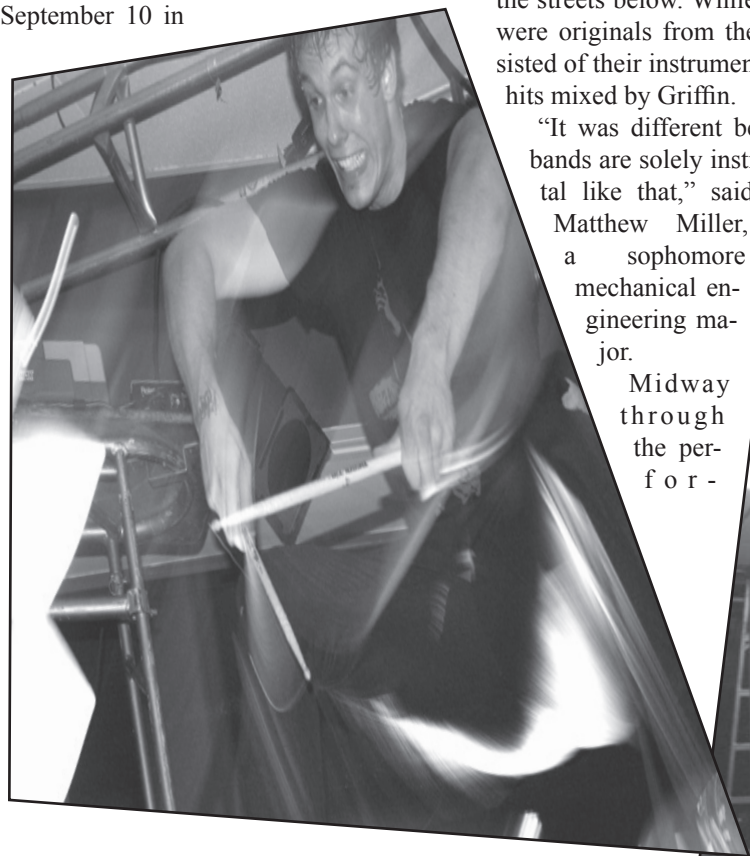
The concert began thirty minutes late at 8:30. When the lights went down, Wilkes students filled the floor in front of the stage. The sounds of electric guitars, plastic drums, and aluminum symbols could be heard from the streets below. While some of the songs were originals from the band, others consisted of their instruments and popular rock hits mixed by Griffin.

"It was different because not a lot of bands are solely instrumental like that," said Matthew Miller, a sophomore mechanical engineering major.

Midway through the performance

ment major Thomas Markley.

To add to the unexpected nature of the show, lead drummers Spencer and Vezina, brought out ladders to climb up and drum down. The crowd watched in amazement



a rousing show hosted by the Wilkes University Programming Board.

As the stage lit up in blues and reds and the first song began blasting through the speakers, students were stunned at the musical sounds emanating from these "junk" items.

Recycled Percussion is a "Junk Rock" band inspired by New York City "bucket drummers".

"We wanted to take their sound and electrify it," said Todd Griffin, the band's DJ.

The band consists of Justin Spencer (lead drum), Ryan Vezina (lead drum), Todd Griffin (DJ) and Jim Magoon (electric guitar). The group was formed 14 years ago as an idea for their high school talent show. Ever since then, the New Hampshire based band's popularity has grown and the mem-

mance one of the two lead drummers, Justin Spencer, did his notorious beat box, starting it off with a scandalous moaning introduction.

Students cheered as Justin beat boxed his way into the hearts of many of the young ladies up front. Toward the end of the concert the band got involved with the crowd and had conversations with the students from the stage.

"I've never been to a concert where they were really personal with the audience like that," said sophomore engineering manage-

ment major Thomas Markley. To add to the unexpected nature of the show, lead drummers Spencer and Vezina, brought out ladders to climb up and drum down. The crowd watched in amazement

lin.

Band members made themselves available for autographs and pictures and took their time interacting with their fans, which they find to be an important part about being musicians.

According to Griffin, "My favorite part about performing is knowing that I can hopefully make at least one person in the crowd forget about everything else that is going on in their life and enjoy that moment."

After the show the crew quickly cleaned off the stage, packed their instruments onto the bus and headed for their next destination - Illinois.

Left:
Ryan Vezina beating on the "junk" drums at Wednesday night's performance.

Center:
Vezina and Justin Spencer utilize ladders to create gravity defying drum solos.

Right:
Spencer rocking out at the ballroom on the 2nd floor of Henry Student Center

Last Comic Standing tour stops at F.M. Kirby Center

Q & A with two of the four season six finalists

BY ALYSSA BENNER

Beacon A & E Editor

Whether they are class clowns or wry social critics...one thing is for sure: when one comic is left standing, the rest of us are rolling on the floor laughing.

The Beacon recently caught up with Jeff Dye and Marcus from the "Last Comic Live Tour". They were two of the four finalists of the popular television challenge who traveled in what can only be assumed to be a hilarious tour bus from the Pabst Theatre in Milwaukee to the F.M. Kirby Center in Wilkes-Barre on Thursday, September 18.

Serious matters such as ass-less chaps, sombreros, and one-named bandits were among the important issues in our interview with these two funny guys.

The Beacon: So, Jeff, what sparked your interest in comedy?

Jeff Dye: Well, I was always like the class clown guy. It's always kind of been what I'm actually good at. Then I realized it could be a job so that's why I like it.

The Beacon: Marcus, on the tour I noticed you are the only one-named bandit, why is this?

Marcus: Ha ha. Well, when you reach that sort of level of fame, ya know, Elvis, Pink, you say one name and everyone knows. I figure I'd just beat people to the punch, just one name. Easy to remember, why not?

The Beacon: Jeff, when did you start performing?

Dye: I'm always kind of performing. I mean, I've done acting and theatre. I would run for class office and stuff like that in school just to be in front of everybody and be able to make them laugh and goof off. But as far as stand-up as a job, three years ago.

The Beacon: Any other comics you go see or you're really into?

Dye: Yea, I'm a huge fan of Brian Regan.

The Beacon: Oh, I just watched his special! Hilarious!

Dye: Yeah, and Harland Williams and Daniel Tosh. Those are like my top three. My all-time favorites.

The Beacon: What's the coolest place you've ever performed?

Dye: Doing the Montreal 'Just for Laughs Festival' is probably my favorite thing that I've done just because, like, so many comics are in one spot. It's like an honor to be a part of it.

Marcus: Other than the show in front of millions of people? Cus' that was pretty rad. I've been able to do a lot of cool stuff since that's been really neat. I just got to go home and record a brand new comedy special. We did it in a 1,000 seat theatre and slid it out. Ya' know, one of my buddies, Wolf from *American Gladiator*, came out and hosted it. It was cool to do something like that.

The Beacon: Wow, that's the big time. Speaking of big time how was your time on *Last Comic Standing*?

Marcus: It was fun. It was a big learning experience. You don't realize how big it is until people see you on the street and say, 'Oh! Oh, I remember when you did that one part in that one show.' It's really awesome. Now, with the tour we get to see the faces of the people who watched the show; it's sort of a remarkable thing.

Dye: I loved it; I had a lot of good times. I got to meet one of my heroes and become friends with him, Shawn Collins.

The Beacon: Jeff, do you have a bunch of groupies now that you were on the show?

Dye: Yeah, hundreds of groupies, haha. No, not groupies, just fans.

The Beacon: Marcus, how important is laughter to you? Would you say it keeps you young at heart?

Marcus: Oh I don't know...how many times does my heart laugh? I enjoy doing my job. We have a great time. Ya know, all of us sitting around, b.s.'ing and laughing with each other. It's a fun time. What's cool is that I'm surrounded by really cool, creative people that keep me on my toes.

The Beacon: O.K., the most important question of them all: what are you currently wearing?

Dye: Umm, ass-less chaps and a sombrero. All funny people wear assless chaps and sombreros...all the time.

Marcus: ...Well we all wear ass-less chaps. That's all we wore in the house. Yeah, put that. *Last Comic Standing* was all about ass-less chaps. You can tell everyone in Wilkes-Barre that's what we're bringing, just ass-less chaps.

Who:

The winner and finalists of NBC's Last Comic Standing will appear at the F.M. Kirby Center during their world tour. The performers will be: Jeff Dye, Louis Ramey, Jim Tavaré, Marcus, and the show's winner Iliza Schlesinger.

When:

DATE:
Thursday, September 18, 2008

TIME:
7:30 p.m.

Where:

The F.M. Kirby Center on Public Square in Wilkes-Barre.

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Wilkes-Barre, PA 18701

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JJ Abrams adds true fringe to FOX fall season

BY KENNY BROWN
Beacon Correspondent

In a perfect world, television shows have deep, underlying storylines that only someone like JJ Abrams (*Lost*, *Cloverfield*) can write. Luckily, viewers were given yet another taste of that television utopia this week.

When Abrams's new sci-fi series, *Fringe*, premiered, not many knew what to expect, but millions were hopeful. With instant television hits under his belt like *Lost* and *Alias*, many viewers were hoping for the best, but dreading the small chance of what looked like could be a complete rip off of another FOX hit, *The X-Files*.

Not unlike *The X-Files*, *Fringe* centers on female FBI agent, Olivia Dunham (Anna Torv). In light of a lot of strange phenomena, Dunham must befriend a scientist, Dr. Walter Bishop (John Noble) who may be able to help her.

The twist, however is that Bishop is not a regular man of science, but in fact was institutionalized for the past 14 years, due to mental issues. This could pose a problem for the relentless federal agent, so she also enlists the help of Bishop's son, Peter (Joshua Jackson).

Lately, the FOX network has been pumping out some short-run disasters. But with *Fringe* in its fall lineup, network execs can expect to have Abrams around for quite some time.

I predict a long run on FOX that will create cult fanatics, and quite possibly make it this season's great gamble.

Abrams is known for his ability to write smash hits. But this is no formula series. It is not only his ability to write



Photo courtesy of Fringetelevision.com

intricate storylines with webs of intertwined relationships that makes *Fringe* such a catch; it is the acting that also feeds the flames.

John Noble, well known for his role in the *Lord of the*

Rings movies (Denethor, the Steward of Gondor) takes on the persona of mad scientist, Dr. Walter Bishop, with just the right edge that avoids campiness and what appears the utmost of ease. Incredibly believable in the part, Noble pulls viewers in immediately with his eerie quirks as well as his ability to deftly capture 'the moment' in a scene. His portrayal of the doctor not only convincingly depicts a crazy side, but also the brain underneath that used to prevail. Though he has not had many major jobs outside of *Lord of the Rings*, he is stunning in this Abrams project and could easily turn every critics' (and viewers') head.

Not only does Noble make an outstanding loony scientist, but Joshua Jackson (*Dawson's Creek*) also returns to the small screen. After *Creek* ended in 2003, Jackson had not done many well recognized pieces of work. With his return, he shows that he can take on a serious, adult role and do it justice.

So far, *Fringe* is a well acted, well directed, and beautifully written show. There is science fiction, action, comedy, subtle romance, and the occasional matter destroying toxin to keep viewers satisfied. Although it is not really the best show for families, it is a great way to spend an hour on Tuesday nights in the dorm after you've finished your work. Turn your TV to FOX at 9, you will not be disappointed with life on the *Fringe*.



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- Author Signings: Max Furek author of *"The Death and Proclamation of Generation X"* Thursday at 11:00 am & Lex Bhajat author of *"Radical Cartography"* Saturday at 1:00pm
- "Dinosaurs" dinosaurs, dinosaurs, dinosaurs every where we look dinosaurs at our weekly Saturday morning story time at 11:00am

HIGHLIGHTS OF THE WEEK

NBC's Last Comic Standing

Where: Kirby Center
When: Sept. 18, 7:30 p.m.



Third Friday Art Walk

Where: Downtown Wilkes-Barre
When: Sept. 19, 5-8 p.m.



Le Grande Cirque

Where: Wachovia Arena
When: Sept. 19-20, 7:30 p.m.
Sept. 21, 2:00 p.m.



Hi Lites Motor Club Car Cruise

Where: Wegmans Food market
When: Sept. 20, 4-7 p.m.



Young Livers with Rob, Lately and The Tiny Heart Band

Where: Cafe Metro
When: Sept. 22, 7:00 p.m.

Arts YOUNiverse moves downtown

BY ALYSSA BENNER

Beacon A&E Editor

Arts YOUNiverse, located across the street from Breiseth Hall at 156 South Franklin, is packing up and heading for an alternate universe—one that resides a few blocks north at First United Methodist Church on North Franklin Street.

Arts YOUNiverse has been considered a next-door neighbor to Wilkes since 2005 when it moved into the Mary Stegmaier mansion, previously owned and operated by the Red Cross next door to Weckesser Hall.

The latest move will take place from now into October, according to Kathleen Godwin, the Executive Director of Arts YOUNiverse.

Arts YOUNiverse is a community arts co-op that features everything from dance and yoga lessons, to gallery space for local artists, and from a unique, eclectic gift shop to a reading library. It is the brainchild of Godwin who built the space in an effort to invigorate the local arts community.

The move is largely based on the need for more room and access to the church's theater and full-size kitchen. Rising costs and declining membership caused the Methodist Church to close its doors this summer and put the historic 122-year old building up for sale.

Godwin's ultimate goal is to move directly across North Franklin Street to the Irem Temple Mosque, which has a full Broadway sized stage. Also, an historic structure, the Irem Temple Mosque was built in 1907 and was acquired by the Greater Wilkes-Barre Redevelopment Corporation

in 2005.

Godwin says of the Irem Temple Mosque, "It's sort of like having a carrot dangling in front of your nose; it gives more incentive." To celebrate the move, Arts YOUNiverse hosted an Almost Fall Folk Festival last Saturday, September 6.

"The Almost-Fall Folk Festival is a celebration of the move and life in general," said Godwin. The celebration

included five regional artists that range from a four-piece folk band to a one-woman storyteller.

Godwin's exuberant outlook on the move is reflected by Julie Benjamin, the coordinator of Ruth's Place, a homeless shelter for women, which is currently housed in the First United Methodist Church but will be moving to the Salvation Army gymnasium.

Benjamin stated, "We hope that they have a successful move and we are grateful to Salvation Army for letting us move Ruth's place there."

Godwin has many ideas for activities at the new location, including a "pay-per-pew" program. This would allow local businesses to "buy" a pew for a small monthly fee. Eventually employees of that certain business would have a place to go and eat on their lunch break.

ArtsYOUNiverse would provide daily entertainment from local performers that wanted to share their work.

Political science student, Adam Szumski, is enthusiastic about the programs



The Beacon/ Jenna Stephens

**First United Methodist Church new location for Arts YOUNiverse
47 North Franklin Street Wilkes-Barre, PA 18701**

offered at the new location.

"It would be great to have a place to go off campus that I could share my music and not feel any pressure to be great," said Szumski. "Just to play and be listened to would be nice."

Attention all crossword lovers: Due to our crossword guru's overly busy schedule, there will not be Kudracross this week. It will return next week as usual.



Cross Country pg. 18

SPORTS

SEPTEMBER 16, 2008

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16

Missed opportunities haunt Colonels in loss to Montclair

Courtesy of Sports Information Director, Craig Merriman

Despite running 40 more plays on offense, the Colonels shot themselves in the foot in a 13-6 loss to Montclair State in Montclair, New Jersey. Wilkes beat the Red Hawks in nearly every statistical category except the most important one: points scored.

Wilkes controlled the tempo on offense, holding the ball for nearly 40 minutes and running 75 plays, but was unable to punch the ball in for a touchdown. Freshman kicker Chris Horn provided the only scoring for the Colonels, connecting on a career-long 41-yard field goal in the second quarter followed by a 37-yarder in the third.

The Colonels had plenty of chances, fumbling a fake field goal attempt inside the Red Hawk 20-yard line as well as dropping a pass in the end zone. Facing a third-and-four from the 10-yard line, Wilkes quarterback Rob Johnson found a wide open receiver, but a dropped pass forced the Colonels to fourth down.

Wilkes lined up for a 27 yard field goal attempt, but holder Jason Prushinski picked up the snap and ran towards the right side-line, passing the first down marker, but turned the ball over on a fumble.

Wilkes started the drive at its own 27-yard line and marched 63 yards, using nearly eight minutes of clock but came away empty handed. "Today was really frustrating," head coach Frank Sheptock said. "We aren't good enough yet to get over our mistakes and unfortunately they caused us a couple of chances to score."

On the Colonels' next possession a low snap on a punt attempt forced punter Mario Della Fortuna to try to run for a first down, but he was stopped short as Wilkes turned the ball over on downs early in the second quarter. The Red Hawks took little time in taking advantage of the miscue, taking just three plays to go 33 yards for their first touchdown of the day. Montclair running back Jeff Bliss ran through the middle nearly untouched for 24 yards to give the Red Hawks the lead.

The Colonels responded on their next possession, taking over at their own 34-yard line with 7:16 to go in the half. Facing a third-and-11 play at the Montclair 45, an unsportsmanlike penalty on the Red Hawks gave Wilkes a first down on the 30-yard line. Freshman quarterback Ryan Cushman scampered 14 yards on a third down play, but fell three yards short of a first down before Horn kicked his first field goal of the day - a 41 yard line drive that just cleared the crossbar.

"I was very pleased all around with our kicking game," Sheptock said. "Minus a few bad snaps here and there, I thought we did very well on our special teams."

Wilkes had a chance to take the lead going into the locker room at the half, but was not able to punch the ball in at the goal line as time expired. Their final drive of the half started at the Montclair 35-yard line with 3:15 to go in the second quarter. A 15-yard completion from Cushman to Jordan D'Emilio gave the Colonels a first down on the Red Hawk 15 yard line before Cushman completed an 11-yard pass to senior Gennaro Zangardi at the 1-yard line with 18 seconds to play.

On first-and-goal, Cushman ran a quarterback sneak that fell short, but the Colonels were unable to lineup on time to spike the ball before time ran out in the first half. "We were just unorganized. We have a lot of new people doing a lot of different things and it showed today," Sheptock said.

Horn made it a one-point game with 10:08 to play in the third quarter on his 37-yard field goal.

It took the Red Hawks just two plays to make it 13-6 when quarterback Tom Fischer found Jeff Papcun for a 73-yard completion, putting Montclair on the Wilkes one-yard line. Bliss ran the ball up the middle for the score before kicker Marco Capozzoli's

point after attempt was wide right.

The Colonels threatened late in the third quarter, driving to Montclair's 32-yard line before an interception at the goal line gave the Red Hawks the ball with 13:20 to play.

Wilkes' final drive lasted nearly nine minutes and consisted of 18 plays, but it stalled on the Red Hawk 20-yard line as the offense was unable to convert a fourth-and-three play.

"We are trying to get our kids to buy into the little things and believe in the system but its hard when you are 0-2," Sheptock said. "The schedule I put before them, I did it for a purpose. I wanted to get ready for the MAC and I think games like this help us."

Offensively, 10 different players ran the ball for the Colonels with Jamar Beverly leading the way with 53 yards on 17 carries. Cushman finished the day with 43 yards on eight carries.

As a team Wilkes had 282 yards of total offense that included 165 yards rushing and 117 yards passing. Johnson was 6-of-15 for 91 yards, while Cushman had 26 yards passing, completing two of seven attempts.

The Colonels will enjoy a week off before they host Christopher Newport in the home opener on Sept. 27 on Ralston Field.



The Beacon/ Jenna Stephens

The women's tennis team opened the season at Ralston Field on Saturday September 13. In the Freedom Conference match, the Colonels defeated Alvernia College 9-0.

Intramural Schedule Fall 2008

Flag Football - deadline extended

Softball - deadline extended

Billiards - September 19 deadline

Indoor Soccer - October 10 deadline

Walleyball - October 10 deadline

Tournaments:

Dodgeball - October 3 deadline

To sign up go to the MyWilkes portal.
My Wilkes -> On Campus -> Wilkes Athletics

Athlete of the Week: Lindsey Davenport

BY ALISSA LINDNER

Beacon Sports Editor

Lindsey Davenport, freshman goalkeeper of the Lady Colonel field hockey team, has played the sport since she was in the 5th grade. But regardless of her long-time love affair with the field, she didn't know what to expect from college competition. Turns out, that in her first collegiate field hockey challenges, the young keeper has shown mature leadership.

The Lady Colonels won their first four games of the season and Davenport was an impact player in each. The freshman from Dallas, PA posted 22 saves in the first four games as the Lady Colonels remain undefeated for the 2008 season.

Davenport was named Freedom Conference Goalkeeper of the Week after her performances the first week of the season. The goalkeeper played a major role in the first two games of the season as the Lady Colonels won the games in penalty strokes. Davenport allowed only one stroke past her in the two games.

The Lady Colonels beat both Moravian College on August 30 and Susquehanna University on September 3 in penalty strokes. She held Susquehanna scoreless throughout regulation and two sudden

death overtimes.

"I was very proud of the way she handled herself. She made some amazing saves and even during the game, not talking about overtime she really led our defense well and kept the intensity level up," Davenport's head coach Sara Myers said.

For Davenport, when facing opposition, she tries to clear her mind and focus on the stroke. She noted the practice she received has helped her ability to stop strokes.

"I have tough competition when practicing against our own strokers so it gives me confidence when facing other teams," Davenport explained.

Davenport held Cabrini College to one goal on Tuesday, September 9 and posted another shutout in the Marywood University game on Saturday, September 13.

Davenport was the starting goalkeeper for the Dallas High School varsity field hockey teams in 9, 10, and 12 grade. After battling back from an injury her junior year, Davenport led her team to the district championship and semi-state finalist and was subsequently named First Team All-state her senior year.

Myers believes one of Davenport's strengths is the high school program she came from in Dallas.

"She comes from a very solid high school

program and when I was watching her play in high school I knew if she chose Wilkes she would make an immediate impact for us," Myers explained.

Myers also said Davenport has given the players on the field more confidence. She recalled a scenario when defensive back Amanda Tilley carried the ball from one end to another and scored in the Cabrini game. That's something Myers does not believe would have happened if the field players did not have confidence in their goalkeeper.

"Looking at her, you would never know she was a freshman in the cage. She really stepped it up," Myers said

For Davenport, she still wants to concentrate on improving her own game despite her recent success.

"I just want to do well for my team," she said. "The better I do, the more I challenge my teammates and make them better players."

The Beacon/ Gino Troiani



Freshman goalkeeper Lindsey Davenport practices at Ralston Field. She has been the starting goalie for all four of the games and has recorded 22 saves on the season.

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Cross country program makes strides

BY CARLTON HOLMES

Beacon Editor-in-Chief

During the spring semester of 2008, Nick Wadas scrambled around campus, posting flyers everywhere in an attempt to revive the men and women's cross country program that had been extinct for 16 years.

Despite the stress of jumpstarting a dead program, Wadas was successful. Five runners showed up for the initial practice on August 18 and the numbers have improved ever since. To date, he has a full-fledged roster consisting of 10 male and seven female runners.

But many would assume that the inaugural season for the Colonels will be a disaster. The already established programs with experienced runners and top recruits may graciously sprint ahead, leaving the Colonels to feel the breeze beneath their tank-tops and small shorts as they finish toward the bottom of the stat sheet.

"I think what they're showing right now, a month later, will be a totally different team," said the 26 year old head coach. "We may not win no championship, but they're definitely going to have huge im-

provements."

Both the men and women teams finished among the top-ten this weekend at Cedar Crest College in Allentown.

The men's team finished ninth out of 13 with sophomore Phat Nguyen leading the way for the Colonels. He placed 36th out of 118 runners with a time of 33:02.8. Senior Michael Griesemer finished second for the Colonels and 51st overall at the 35:44.7 mark. Sophomore Edward Penetar from Cabrini College led all runners, finishing in 26:54.9. The male race consists of an eight-mile course.

In the female competition, freshman Michelle Wakeley placed eighth overall for the Colonels with her time of 21:36.5. Seventeen minutes later, freshman Amelia Farnham sprinted across the finish line which made her the eleventh placer overall. The Lady Colonels finished 7th out of twelve. The female race was a five mile run.

"The whole team progressed from last week to this point and if we are able to continue to do that, then we should be able to be competitive," said Wadas, the former assistant coach at the cross country program

at Misericordia. He left the Cougars in 2007 because he felt it was time to lead his own pack of runners.

Wadas plans to make the practices harder in the upcoming weeks for the sake of speeding up the growing process being that his team is relatively inexperienced.

They've been running sprints at about "75 percent" around the city and Wadas will increase the level of intensity.

"We all are progressing; our times are getting faster and we are getting in shape," said Darin Dolan, who's currently completing his master's degree in Marketing. "The thing is that we are a first-year team, so we all are just starting to know each other. Once we know each other, we will be a better team because we will start pushing each other."

The Beacon/ Gino Troiani



The Colonels cross country team practices outside the Martz Gym in preparation for the Cedar Crest College Invitational. The women finished 7th and the men finishd 5th in Saturday's competition.

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Lady Colonels soccer falls to visiting Moravian, 2-0

BY DANIEL KAUTZ
Beacon Asst. Sports Editor

Despite relying on seven freshmen starters, the Wilkes University women's soccer team was able to silence many critics after starting the season with a respectable 3-3 record. The Lady Colonels were unable to defeat visiting Moravian College on September 13, however, losing a tough game by the score of 2-0.

The opening of the first half saw both teams trade relentless attacks on goal. Moravian failed to take advantage of a great scoring opportunity at the thirty one minute mark, when a scramble in front of the goal drew freshmen goalkeeper Sarah Shetler out of the net. Fortunately for the Lady Colonels, the ball was successfully cleared by sophomore midfielder Alison Weidman and junior midfielder Ashley Deemie.

Wilkes would respond on the other end of the field moments later, as Weidman and sophomore midfielder Taryn Hollowell worked together to send a shot wide right. Freshman forward Katy Fissel would add a shot of her own soon after, just missing a goal as the ball rolled into the side netting. Moravian's Tracy Fitzpatrick stirred the crowd at the twenty minute mark as her shot on goal landed on the netting behind the top crossbar, leading many to mistakenly assume she had scored.

Wilkes' best chance to score in the first

half was denied by Moravian goalkeeper Mikki Ruvolis, who made a brilliant diving stop on freshman midfielder Lindsay Rowland's low shot with ten minutes left to play. The two teams would play out the rest of the half aggressively but fail to score.



The Beacon / Jenna Stephens

Freshmen Katy Fissel tangles with two Moravian midfielders during Saturday's match, a 2-0 loss to Moravian at Ralston Field.

The second half saw a renewed intensity from both sides in an effort to break the stalemate. At the thirty six minute mark, Weidman led a breakaway down the right side of the field before launching a cross to

the middle of the box. The Lady Colonels were unable to capitalize, however, as the resulting shot wound up wide left. Katelyn Killea of Moravian responded with a shot on goal six minutes later, but found her shot scooped up by Shetler.

another scare immediately afterwards, as Tracy Fitzpatrick sent a soft grounder wide right of the goal after finding herself one on one with Shetler.

The Lady Colonels refused to be discouraged after falling behind, showing great determination in several scoring chances. A strike from Fissel deflected off of a defender in front of the goal, and a long feed from sophomore defender Casandra Valentin to Weidman resulted in a save from Moravian's keeper. Wilkes would regret failing to score on those two occasions, as Fitzpatrick would later head Moravian's second goal into the net off of a corner kick from Roberts. Wilkes had a couple more opportunities to score on shots from Hollowell and freshman defender Megan Clementson, but could not find the back of the net.

When asked after the game to describe the situation that allowed Moravian to score its first goal, Wilkes coach John Sumoski responded by deeming it a "good play with a great finish. We have a young defense that will make an occasional mistake, but they're working very hard and improving with every game," he stated.

Said Hollowell after the game, "It was unfortunate that we let up goals on two set pieces, because I felt that both teams were evenly matched during the game; we can move ahead, though, knowing that we played very well."

Men's soccer team wins two straight on the road

BY DANIEL KAUTZ
Beacon Asst. Sports Editor

The following is a recap of last week's games played by the men's varsity soccer team.

September 10, W 2-0 @ Muhlenberg
Junior forward Bret Osswald and sophomore forward Ryan Phillips both scored

goals in Wilkes' win over Muhlenberg last Wednesday. Muhlenberg took 19 total shots, but was held scoreless by senior goalkeeper TJ Baloga and his nine saves. The Colonels took only seven shots, but were fortunate in having two of them find the back of the net. The win helped Wilkes improve its record to 2-2 on the season.

September 13, W 2-0 @ Widener

Osswald scored fifteen minutes into regulation against Widener on a cross from junior defender Troy Gibson, staking Wilkes to an early 1-0 lead. Junior forward Greg Miller would pad Wilkes' lead soon after the start of the second half, scoring on an assist from freshmen midfielder Ed Zulkoski. Baloga recorded his second straight shutout and third of the season, making four saves against Widener. Both teams took ten

shots during the game. The win was Wilkes' second straight on the road and helped elevate their record to 3-2. Their next game is at home against Dickinson on Wednesday, September 17, at 4 P.M. The Colonels then find themselves hitting the road again, with a Saturday trip to Elizabethtown on the schedule.

WILKES COLONELS

Football

L 13-6 @ Montclair State

Men's Soccer

W 2-0 @ Muhlenberg
W 2-0 @ Widener

Cross Country

Men- 7th
Women- 9th

Field Hockey

W 2-1 @ Cabrini
W 4-0 @ Marywood

Women's Soccer

L 3-0 @ Scranton
L 2-0 Moravian

Women's Tennis

W 9-0 Alvernia
Doubles: 3-0
Singles: 6-0

Volleyball

W 3-0 Manhattanville

Scranton Tournament:

L 3-1 Muhlenberg
L 3-0 Oneonta State
L 3-0 Ramapo
L 3-1 Muhlenberg

Field hockey remains undefeated 4 games into season

Lady Colonels win games against Cabrini and Marywood

BY ALISSA LINDNER
Beacon Sports Editor

The Lady Colonels field hockey team added another two games to the win column after defeating both Cabrini College, 2-1, and Marywood University, 4-0, on the road.

Junior Amanda Tilley was first to score for the Colonels. She connected on a shot eight minutes into the game. Freshman Chelsea Minx scored the eventual game winner shortly after Tilley's first half goal and the Lady Colonels never looked back.

With approximately six minutes left in first half, Cabrini came within one when Lauren Alessi scored; however the Cavaliers never connected again.

Freshman goalkeeper Lindsey Davenport remained strong in the cage for the Colonels by posting nine saves in the game.

Head Coach Sara Myers was impressed with the Colonels effort Tuesday evening as several key players missed the game due to illness or evening classes. Some players who may not have had the opportunity to play prior to the Cabrini game were given a chance to do so and performed well Myers said.

"We had a lot of different players playing different and new positions to adjust to those who weren't able to make the game and the exciting thing for me was that you couldn't tell that people were playing in the wrong spot and you couldn't tell we were missing key players for us because a lot of people stepped up and played a great game," Myers said. "It showed we have a lot of depth on the team and that we have a lot of heart and I think that's really important."

The Colonels next traveled up 81 North to visit Marywood University on Saturday September 13. Wilkes dominated the first half of play scoring three goals to the Pacers zero. Senior forward Alyssa Koncelik scored the first goal and sophomore

Alyson Paulauskas scored the following two.

Koncelik scored the final goal of the game shortly into the second half.

Davenport remained strong in net for the Colonels, stopping all four of Marywood's shots. During the closing ten minutes of the game, freshman goalkeeper Julianne Hanley replaced Davenport.

All the Lady Colonels field players received playing time during the game against the Pacers, which is something rare for the large team of 23 field players.

"An exciting thing about today was all the field players went in. We have a huge team so it's really hard to get everyone into a game but the best part was when everyone was in we still had control of the ball," Myers said.

The team also overcame an obstacle partially caused by the heavy rain Friday September 12.

"I think coming into today's game we had high expectations as to what we could do today and there were some obstacles, like the field, that I think held us back in the first couple minutes of the game but once we got the hang of it and played through I thought we stepped up to the ball and made a lot of great things happen on the field," Myers explained.

Despite the success of the field hockey team thus far, it is important for them to continue to improve and not become comfortable with their current play.

"Our motto is to never be satisfied and I think that's something that we are really working on through the month of September, to never be satisfied with a win and never be satisfied with two wins. It's never enough so we are hoping that that carries over into all of our upcoming games," Myers said.

Team captain Brittany Sines believes go-

ing undefeated in the first four games of the season is great for the team, especially since the team has never won four straight games; however Sines referred to the team motto for the future.

"It's a great thing [going undefeated] It makes us never want to settle. We want to go 5-0 and then 6-0," Sines said.

Being a captain, Sines tries to set an example for the team in an effort to challenge everyone not to become comfortable in their current playing ability.

"I try as hard as I can in practice and games. I try to set an example for other teammates," Sines commented.

The Lady Colonels are busy in action this week visiting Arcadia on Monday September 15 and then hosting Gwynedd Mercy Thursday September 18 at 4:00p.m. and Keystone College on Saturday September 20 at 1:00p.m.



The Beacon/ Alissa Lindner

Number 16 Kim Baldino and number 13 Lindsey Raleigh stand in defense as Marywood smacks the ball from the sideline at Saturday's game against the Pacers.

What to see and do this week...

16
Audition to be the new Colonel mascot from 11:00a.m. to 5:00p.m. at the UCOM. Auditions will also be held on Wednesday at the same time.

17
Enjoy coffee hour for the Center for Global Education and Diversity at the Savitz Multicultural Lounge in the Student Center at 3:00p.m. every Wednesday.

18
Go to Party on the Square from 5:00p.m. to 9:00p.m. on Wilkes Barre's Public Square. Free food, live music and lots of prizes!

19
Join in on the 3rd Friday Art Walk touring galleries and exhibits throughout downtown Wilkes-Barre. Visit artsyouniverse.com for more info.

20
Attend Le Grand Cirque in the Wachovia Arena. Tickets range from \$35 to \$55 and the show starts at 7:30p.m.