

The BEACON



Tuesday, April 12, 2011

THE NEWS OF TODAY REPORTED BY THE JOURNALISTS OF TOMORROW

Volume 63 Issue 19

Relay for Life honors cancer survivors



The Beacon/Allison Roth

Participants cheer as cancer survivors did a survivor lap at Relay for Life on April 9. Eddie Elgonitis, mailroom employee at Wilkes, is shown celebrating with students during the ceremony. To see more about Relay for Life, see Page 12.

'Satanic Verses' author to visit Wilkes campus

BY AMANDA LEONARD
Assistant News Editor

Internationally acclaimed author Salman Rushdie will present his lecture "Public Events, Privates Lives: Literature and Politics in the Modern World" at 6 p.m. on April 19 in the Dorothy Dickson Dart Center.

The event is presented by the English department and is sponsored by the Allan Hamilton Dickson Fund. The fund has brought authors such as Joyce Carol Oates, John Updike and Richard Wilbur to speak at Wilkes in the past.

The British-Indian novelist was chosen by Dr. Lawrence Kuhar, humanities chairman and professor, as an opportunity to show the core values of both Wilkes' English program and the university as a whole.

"Ultimately, we see this serving both our students and our program," he said. "This is a good opportunity to grow the profile of the English program on campus and also to prospective students."

Rushdie's lecture will focus on the values of literature and writing, the current conditions of literature and the role it plays in a global society.

SEE RUSHDIE, Page 3

SG presidential candidates focus on student communication

BY KIRSTIN COOK
News Editor

Signs around campus stating "I'm not a meanie, vote for Sweeney" and "Don't be silly, vote for Willie" can only mean one thing.

It's election time. Voting for candidates will continue through April 12.

Communication with the student body is a

key issue in this year's Student Government presidential race. At the tri-council forum on April 7, the two candidates both agreed that this is an area that can be improved.

Candidate Willie Eggleston, a junior pre-pharmacy major who is currently serving as the SG executive board treasurer, said there are student issues going unresolved because of a lack of communication.

"I feel like there's a big disconnect be-

tween students and administration and I feel that's our job as the middlemen to take care of that and I don't think we're doing the best job we can right now," Eggleston said.

Eggleston proposed that a bimonthly forum be set-up in the Student Union Building during club hours. He also felt the Wednesday SG meeting slot of 6 p.m. is a difficult time, and there should be a more convenient way to express concerns.

Eggleston would like to see a blog or on-line forum developed where students can provide feedback.

"I feel like convenience is big, because no one's going to come out on a Wednesday night at 6 o'clock – they have dinner, they're studying – but if some has five minutes and can jump on the website, and they have a serious complaint they want to bring

SEE CANDIDATES, Page 2

Opinion Pages 6-7

Financial investments

College students should make an effort to secure their finances for the future.

PAGE 6

A&E Pages 8-9

Director Brian Douglas talks film

California native creates award-winning movie.

PAGE 8

Life Pages 10-13

Campus help for Japan

Several campus clubs and organizations are raising money to benefit Japan.

PAGE 9

Sports Pages 16-20

Low recruiting budget

Wilkes' recruiting expenses were the lowest in the MAC, \$28K below the average.

PAGE 14

APRIL 12, 2011

CONTACT US: wilkesbeacon.news@gmail.com



The Beacon/Laura Preby

From left to right: Willie Eggleston, SG president candidate; John Sweeney, SG president candidate; Jessica Short, Programming Board president candidate; Lindsey Coval, Programming Board president candidate; Bethany Sharpless, IRHC president candidate; Cortny Sasserson, Commuter Council president candidate; and Shadae Gates, MSC president candidate.

CANDIDATES

Continued from FRONT PAGE

about, they can do it really quickly that way, and they can do it in their dorm at 11 o'clock at night," Eggleston said.

The other presidential candidate, accounting and business administration sophomore John Sweeney, agreed there should be more outlets for students.

"Ultimately, we are here to serve the student body, so I think we should be in close contact with them," Sweeney said.

In addition to increased electronic contact, Sweeney promised to hold personal office hours at least twice a week for students to come into the SG office and express concerns and suggestions. He would encourage other members to hold office hours as well, so there would ultimately be a representative in the office every day.

Through the presidential position, Sweeney hoped to bring more impromptu events to campus, such as the past examples of hot chocolate offered on Sundays and free Rita's Italian water ice randomly in the SUB.

"I think it's good to just provide that little support, and little extra bright spot in the day," Sweeney said.

In terms of programming, Eggleston would like to strengthen current events by increasing participation and school spirit.

"That's one thing that bugs me about Wilkes, that there's not a whole lot of excitement to be here, and I think that that's partially our fault, because it's our job to make the campus a welcoming and fun environment to be one," Eggleston said.

Eggleston cited strong event planning this year that he would like to maintain through techniques like cutting admission costs. He said Spring Fling attendance increased from about 130 to 320 students, and Winter Weekend rose from 50 attendees to about 150.

A trend that Eggleston noticed was more student requests for funding to further careers, such as money to pay for conferences and academic organizations Eggleston said he would like a more even balance between entertainment and academics.

"One of the big things we've noticed this year is more and more students are coming in for money for academic reasons," Eggleston

said. "I think the demand is really increasing for students who want to use their activities fees for things to further their career, or build their resume."

One goal that both candidates have is building global initiatives, which began as an idea from the current SG president, Benjamin Beidel. These would include displays and sessions to increase awareness on issues about diversity and safety.

"I think that's something that's really important, and something that can be brought to this campus," Eggleston said.

Sweeney has been involved SG for two years as treasurer and vice-president/acting president for the class of 2013. He has helped organize Fall Fest, Casino Night and Winter Weekend.

Eggleston also has two years experience with SG, as treasurer and class representative for the class of 2012. He coordinated and ran the two most recent Casino Nights.

Voting instructions were sent to all students, and votes will be accepted until April 12.

CONTACT KIRSTIN COOK AT:
kirstin.cook@wilkes.edu

Many election positions are unopposed

BY KIRSTIN COOK
News Editor

The races for SG president and Programming Board will be the most highly-contested elections this year, largely because they are the only ones contested.

Candidates are running unopposed for presidential roles in Inter-Residence Hall Council, Commuter Council, Off Campus Council and Multicultural Student Coalition.

Lindsey Coval and Jessica Short are running head-to-head for Programming Board president. Both candidates would like to work to develop smaller activities on campus so that events are always happening and there's more to do on the weekends.

Bethany Sharpless, sophomore pre-pharmacy major who is running for IRHC president, said there were a few transitional reasons for low participation. She explained that, within IRHC, many students were granted Residence Assistant positions and were no longer eligible to run for IRHC executive board. Also, there is a lack of students involved with the club overall.

"We're dealing with a smaller part of the student population, and our name isn't quite out there, so we didn't have of interest in (students) taking large leadership roles here," Sharpless said.

Other students running for leadership positions include Shadae Gates for MSC president, Nicholas Wierman for Off Campus Council president, Cortny Sasserson for Commuter Council president.

CONTACT KIRSTIN COOK AT:
kirstin.cook@wilkes.edu

The BEACON

130 S. River St.
First Floor, Conyngham Hall
Wilkes University
Wilkes-Barre, PA 18766

PHONE: (570) 408-5903
E-MAIL: wilkesbeacon@gmail.com

Editorial Staff 2010-11

Editors-in-Chief: Michael Cignoli & Jacqueline Lukas
News Editor: Kirstin Cook
Opinion Editor: Anthony Truppo
A&E Editor: Molly Kurlandski
Life Editor: Christine Lee
Sports Editor: Christopher Hopkins
Online Editor: Bryan Calabro
Advertising Manager: Whitney Roper
Photo Editor: Allison Roth
Design Editor: Michael Klimek
Special Projects Manager: Anthony Dorunda
Adviser: Loran Lewis

Meet the Staff



Laura Preby
Photographer

IEEE sponsors second annual Engineering Olympics

BY KIRSTIN COOK
News Editor

High school students got a taste of what engineering is all about at the second annual Engineering Olympics at Wilkes University. Ten teams from area high schools competed in several events to demonstrate their engineering abilities.

Crestwood High School took the first place position, as well as a \$40,000 scholarship to be divided as \$1,000 per student for every year they attend Wilkes, if they decide to enroll in the school.

E.L. Meyers High School came in second place, and LaSalle College High School placed in third.

Rodney Ridley, director of engineering, said that the event is a good way to get Wilkes' name out there and draw in prospective students. He explained that the teams were made up of high school juniors who are still early in their college decision process.

"The idea is, we want to get a lot of local high schools in to give them a chance to show their abilities and also it's a very good marketing tool for us," Ridley said.

The hands-on competitions were skyscraper building, electrical circuit, self-propelled vehicle, MacGyver competition and a launcher design.

The event, run by the Institute of Electrical and Electronic Engineers, also aimed at building relationships with the faculty at local high schools. Ridley said a strong bond with teachers would allow them to promote the school to their students.

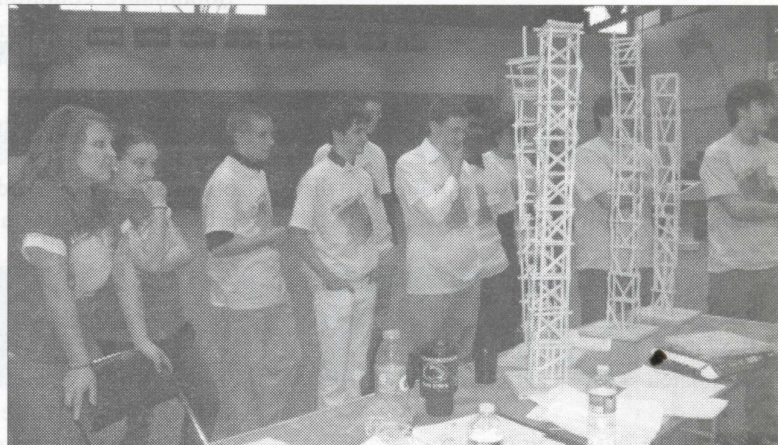
Jeff Samselski, a junior electrical engineering major, was the student coordinator for the event. He said a main reason he got involved was to benefit high school students and encourage them to pursue engineering.

Samselski said a lot of people get the wrong impression of the engineering discipline and think it's all about math and physics problems, when in reality this focus is

mostly in introduction classes.

"If we can show that to them early enough, it's beneficial because they won't necessarily be afraid of engineering or something in that area," Samselski said.

Engineering Olympics had been held at Wilkes in the past by engineering professors, and the group decided to start it up again. Ridley said that IEEE is working on perfecting the details of the program, but several areas were an improvement on last year.



The Beacon/Kirstin Cook
Students from LaSalle College High School wait by their skyscraper creation at the earthquake simulator station. LaSalle came in third place for the Engineering Olympics.

"It's a good day for the students, and it's a good day for the school."

CONTACT KIRSTIN COOK AT:
kirstin.cook@wilkes.edu



Photo courtesy of Peter Byck

Carbon Nation to be shown at Wilkes

BY EMMA ZIMMERMAN
Correspondent

Wilkes will be showing the documentary "Carbon Nation" at 8:30 p.m. on Tuesday, April 12, in Room 166 in the Stark Learning Center. The film is going to be shown simultaneously at 20 colleges across the country. After the film, questions via Skype, Facebook and Twitter will be sent to the director, Peter Byck. The free screening is open to the public.

"Carbon Nation" focuses on the stories of several people across the country from CEOs of major companies to farmers and what they are doing to promote green energy.

The documentary does not take a certain side on the debate but presents the alternatives these people practice.

The Wilkes Students for Environmental Sustainability Club helped to put the screening of the documentary together.

The club will have a presence at the screening and will be available to discuss the club's ideas with anyone. Pictured above is cotton farmer Cliff Etheridge, who gathers small farmers to build a wind farm that will be able to supply power for their area. The film reiterates how ideas like this are smart for the country because it improves the environment and is good business.

CONTACT EMMA ZIMMERMAN AT:
emma.zimmerman@wilkes.edu

RUSHDIE

Continued from FRONT PAGE

Marcia Farrell, an English professor and coordinator of the event, is teaching a seminar based on Rushdie's works.

The 12 students in the class have read various books of his, including "Midnight's Children," "The Satanic Verses" and "The Mistress of Spices."

"The students love his work and we've been having a good time with it," Farrell said. "We've talked about his critical work, watched some of his interviews and the students have really enjoyed learning about him."

Rushdie tends to speak at bigger venues. He has been the keynote speaker for a handful of universities and colleges and often presents at larger conferences. He is scheduled to present at Duke University a few days before coming to Wilkes.

"When he speaks he tends to be very optimistic about the role of art and literature," Farrell said. "I find it very inspiring."

Kuhar said that Rushdie's position meshes well with other educators' philosophies.

"We as educators are very optimistic about the arts and the world at large doesn't always align with that," he said. "The function of literature helps us understand our contemporary role."

A lot of Rushdie's work critiques contemporary lives and identities and the role of storytelling.

His works, often classified as magic realism, have won many awards and recog-

nition. His novel "Midnight's Children" won the Booker Prize in 1981. One of his more popular works, "The Satanic Verses," sparked controversy and misunderstandings between him

and Muslims when they believed that he was mocking their faith.

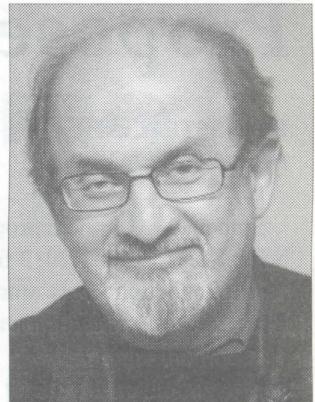
Rushdie's lecture will spotlight the influence that literature has had on today's society.

"We see our core values of our program, which include excellence in the classroom, opportunities that compare with other higher profile programs and institutions, in this event," Kuhar said.

Farrell said his presentation will energize students toward the university's ultimate goal of lifelong learning.

"The students involved with the program will remember this event for the rest of their lives," Kuhar said.

There will be a book signing directly after Rushdie's lecture. The event is free and open to the public; however, seating is limited.



Courtesy of Beowulf Sheehan
RUSHDIE

CONTACT AMANDA LEONARD AT:
amanda.leonard1@wilkes.edu

Nesi, Shedden win \$500 each for Wilkes video contest submissions

BY DEVONI NOVAK
Staff Writer

The Marketing Communications Department announced the winners of its student video contest on April 4. After receiving the highest amount of votes for their homemade videos, Jared Nesi and Kathleen Shedden were declared the winners.

Nesi, a junior integrative media major, and Shedden, a junior, will each receive the grand prize: \$500 and their videos will be posted on YouTube and Wilkes' website.

Shedden got inspiration for her video's theme from a Wilkes staff member.

"Sharon Castano, the e-mentoring coordinator, recently asked me 'Why Wilkes?' It made me think of all the reasons I chose Wilkes and why I would tell people to choose Wilkes now that I'm here," Shedden said. "I thought it would be interesting to get a lot of different students' perspectives to see the similarities and differences."

Even though only three videos were submitted, Shedden still believes the contest was a success because all of the videos received a great deal of attention.

Sophomore communication studies major Kyle Wolfe's third-place video will also be posted to the Wilkes website, and as the only other participant, he will be given a \$25 check. When Wolfe first heard about the contest he knew he had to be involved since he loved creating videos in high school for the afternoon announcements. Wolfe said a friend helped him come up with his video's theme.

"I was talking to one of my friends about the contest when I came up with the idea to ask people what they thought 'Being Colonel' was," Wolfe said. "I thought it was a great topic because everyone at Wilkes has a different definition of what they think it is to 'Be Colonel.'"

The purpose of the contest was for students to create their own 3 to 4 minute video that reflected Wilkes University through any perspective that participants chose. Videos included: 'Virtual Campus Tour' by Nesi, 'Why Wilkes' by Shedden and Wolfe's 'What is Being Colonel?'.

Nesi's video was in first with 736 votes. Shedden's film came in second with 632 and Wolfe's followed with 531. Anyone who encountered the videos via Facebook,

YouTube or the Wilkes website could have voted between March 21 and April 1.

Although only three of the 14 students who showed interest actually submitted a video, Craig Thomas, web assistant of the marketing communications department, considered the contest a success.

"I think what they came up with was very good," he said. "We are all really happy with the turnout and with the way the videos were presented and the amount of activity we got out of it."

Posting the videos online gave Wilkes a lot of publicity. All three of the videos were viewed 1,684 times cumulatively and 70 new likes were gained on the University's Facebook page.

"We're just really thrilled about the activity that we've seen in the social media route," Thomas said. "We wanted to get everybody excited about what it is to be a Wilkes student and show that to the perspective student."

This was the first year the department has ever had a contest. Thomas said that next year the Marketing Communications Department plans to have another contest running on the same theme. Until then,



Courtesy of Katie Shedden

Above is a screenshot of Shedden's video which asked various students "Why Wilkes?"

this year's videos will remain online as a recruiting tool for students who are considering attending Wilkes.

Thomas is very pleased with the content of the videos that Wilkes is now able to offer.

"I can't say it enough how much effort the students did put in to make the contest what it was," he said.

CONTACT DEVONI NOVAK AT:
devoni.novak@wilkes.edu

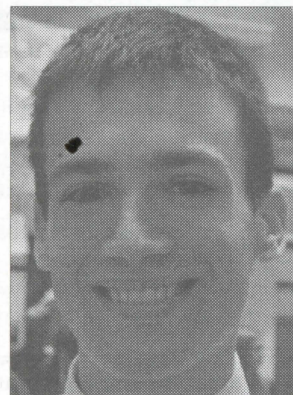
Proposed SG budget total \$40,000 more than last year

BY KIRSTIN COOK
News Editor

Student Government proposed a \$480,000 budget for the 2011-2012 fiscal year at their April 6 meeting. This amount, an increase from last year's budget of \$440,000, took

into account a new organization, cuts to some areas and raises for some successful organizations.

The Adventure Education program, a \$34,000 addition to the budget, was the top cause for the increase.



EGGLESTON

Two organizations were cut from the budget: Circle K and the Student Health Ally Coalition (SHAC). Willie Eggleston, SG treasurer, explained that Circle K was removed mainly because of the existing community service office, which is funded by SG. He said the group is pursuing being recognized as a club to receive club funding.

Also, SHAC was discontinued because Gail Holby, coordinator of health and wellness services, decided to stop offering the organization.

The SG funds, which are allotted to clubs and student activities, were increased by \$1,500, which Eggleston said would go toward the conference fund. Also, the SG vans budget rose by \$1,000.

"The two raises that come from SG are not raises that necessarily benefit us, but they're raises that benefit the entire student body," Eggleston said.

One organization that received less funds compared to last year was Residence Life, which saw a \$500 drop. Eggleston said the reasoning was to distribute the money to make a greater impact for students, because while Residence Life programming is open to all students, it is more geared toward residents.

"When you break it down and you look at these programs, there's no legitimate argument that you can make that these programs are well-advertised and well-open to the student body," Eggleston said.

During the meeting discussion, Meribeth Derkach, a sophomore SG representative and residence assistant on the fourth floor of Evans Hall, was concerned by these cuts.

Derkach was worried about inadequate funds for activities and issues such as having to turn away students from other floors.

"As an RA ... I just feel really limited by this," Derkach said.

Another group that received cuts was Off Campus Council, which Eggleston hoped would encourage the group to consider less expensive options for their main event, Block Party, besides the usual Phantom Entertainment choice.

"We felt that the spending for Block Party was a bit wasteful," Eggleston said.

The Multicultural Student Coalition requested a \$6,950 raise, but the budget committee decided to keep them at their last year's budget amount of \$12,500 because of past spending negligence.

"Based on how they spend their money, we felt that they were - based on our spectrum of clubs - probably the most fiscally irresponsible group. We didn't feel that bump was necessary. We didn't feel it was earned. We want to see a little more work, proper management of that money," Eggleston said.

The Amnicola Yearbook committee was granted a \$4,700 raise, which Eggleston said was mostly to pay for younger, less-experienced students to attend a conference.

InterResidence Hall Council will be re-

ceiving \$2,000 more next year, which Eggleston said was due to effective fund management.

"They were one of the most fiscally responsible groups we saw, so we were very happy with them," Eggleston said.

Other Business:

Paintball Club - The club was granted \$1,500 to compete in the NCPA's National Collegiate Paintball Championship in Lakeland, FL. by a vote of 36-1-3.

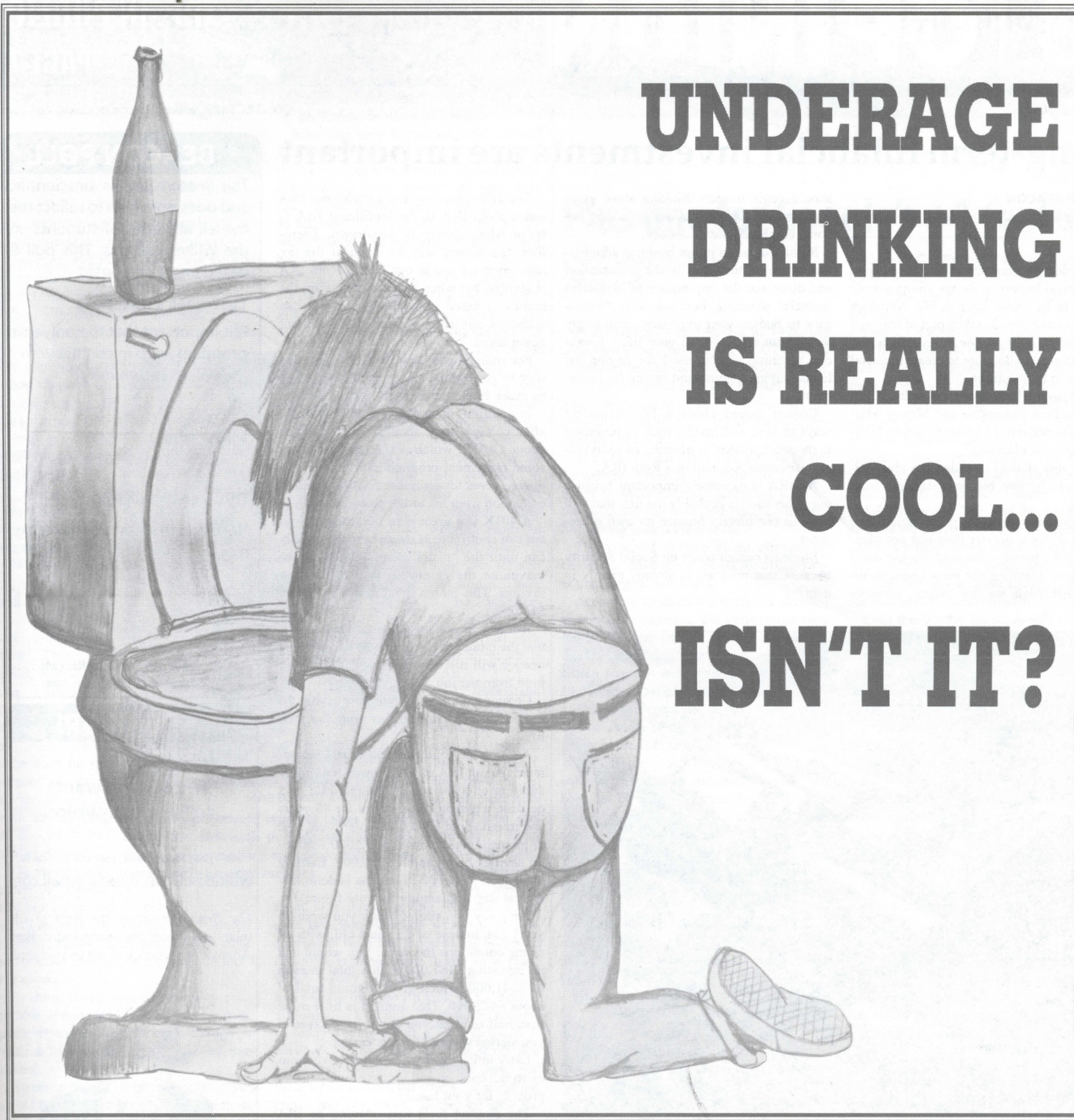
Buffer Fund Presentation - By a vote of 36-0-4, \$10,000 was granted to the Farley Library to purchase an Integrated Library System.

CONTACT KIRSTIN COOK AT:
kirstin.cook@wilkes.edu

PRODUCTION NOTE

Due to technical difficulties, this week's issue of *The Beacon* is 16 pages, not its usual 20. *The Beacon* apologizes for the reduction.

- Michael Cignoli & Jacqueline Lukas
Editors-in-Chief



APRIL 12, 2011

CONTACT US: wilkesbeacon.oped@gmail.com

Long-term financial investments are important

BY THE BEACON
Editorial Board

Planning for your financial future is one of the most important things young people can do to be secure later in life. Although students have already taken part of that step by attending college, *The Beacon* feels that students need to do more to create financial security in their futures.

On March 31, Wilkes University's Students in Free Enterprise and Money Matters clubs delivered a presentation on long-term financial planning.

Only one student attended the presentation given by two business students from Wilkes.

The poor turnout of the presentation gave way to an issue greater than just not planning for the future – that students just don't care about planning for their financial futures. Although we are young, students

should begin to start thinking about good ways to plan for their futures once they become employed out of college.

Raina Connor, a junior business administration major, took part in the presentation and discussed the importance of long-term financial planning because it is "necessary to budget your expenses accordingly throughout all stages of your life." Financial planning can be used for paying off loans, buying a house and saving for retirement.

Connor talked about a few important ways to save and invest, such as investing in the stock market or opening an Individual Retirement Account or a Roth IRA.

An IRA is extremely important because our generation is probably the first that will have to completely finance its own retirement.

Students cannot count on Social Security because that program is already greatly in debt.

The difference between a traditional IRA and a Roth IRA is the traditional IRA is taxed when money is withdrawn. Therefore, the money will be taxed at the tax rate when we are in our 60s. A Roth IRA is similar, but when you put money in, the money is taxed immediately, so you can withdraw any amount later in life without being taxed.

For younger people, a Roth IRA is a good way to go because tax rates will probably be much higher later in life.

In addition, once students are employed after college, they should begin thinking about a 401K, which is an employer-sponsored retirement program in which an employee saves for retirement with a monthly deduction from his or her paycheck.

A 401K is a great plan because employees can contribute as much as they possibly can until the "match point," which is the maximum the employer will match their savings. This match point is usually about \$16,000.

Another important point to remember is that the money you have saved in a 401K at one job will still be yours if you leave or are fired from the job.

Connor gave examples of how saving for retirement can really affect your financial life.

At 25 years old, with an initial investment into an IRA of \$1,000 with a monthly addition of \$500 and an interest rate of 5 percent, a person could invest for 40 years and invest about \$240,000. This would lead to interest totaling about \$532,000 with total savings being about \$774,000. Earning more than \$530,000 in interest is definitely a great step in planning for your future.

Let's say you started when you were 35 years old, instead of 25 years old, with all of the conditions the same. You would end up investing \$181,000 with a total interest of \$241,000, which gives a grand total of about \$422,000. That amount is little more than half of what you could have saved if you started saving 10 years earlier.

Later in life, you will want to have money to fall back on and to make sure you can provide for your family.

The Beacon feels that opening an IRA and working with your employer to ensure your 401K is secure is a great way of getting a head start in investing for your future.



The Beacon/Thomas Reilly

A student removes cash from his wallet. Most students are more concerned with spending money than saving money, yet many do not realize the importance of long-term financial investments.

BEACON POLL

The Beacon poll is unscientific and does not claim to reflect the overall attitudes of students on the Wilkes campus. This poll is based on 14 responses.

Last week's question:

Is it important that the university president keep in contact with the Wilkes community?

- Yes 86%
- No 14%

This week's question:

Have you thought about saving money in a 401K after college?

- Yes
- No

Cast your vote online at:
www.wilkesbeacon.com

SPEAK UP!

The Beacon wants
to hear your voice.

Send your name, major, year and opinion to:
wilkesbeacon.oped@gmail.com

The Beacon reserves the right to edit submitted pieces for space and content. Anonymous letters will not be published.



Pajamas in public: just say no

BY CATHRYN FREAR
Assistant Opinion Editor

There are certain things that are socially acceptable. Examples include greeting friends, greeting strangers and greeting no one. What do all of those things have in common? People are generally always wearing pants. Or a pants equivalent.

However, something that is not equivalent to pants, which people tend to consider equal, is the pajama pant.

Sure, pajamas cover your nudey parts. Sure, pajamas are comfortable and often quite decorative.

If you read my article hating on worst-dressed lists, you will know I am myself quite tolerant of people's chosen attire.

I do not care what you wear, so long as it is in the appropriate setting.

Everyone does or should agree with this. This is what I now and will always assume. Thus, everyone should then also understand that something meant and defined by being meant to be worn for the purpose of sleeping should only be worn for sleeping or directly before or after sleeping.

The above words could be considered beating around the bush. To be clear, what I mean is this: Do not wear pajamas in public. Please. Pretty please. With sugar and/or other appropriate toppings on top. I beg of you.

As above stated, pajamas are very comfortable. Having said this, all of your other pants should be comfortable enough to wear or they should not have been purchased.

Assuming they are then comfortable, you should have no problem wearing them instead of pajamas.

In case "other pants" is not specific enough, here are some examples: jeans, khakis, corduroys, dress slacks, overalls, coveralls, yes — even sweat pants are more

acceptable to pajamas, though they are not preferred as a substitute. You have options, my sisters and brothers of Earth.

Assuming time is another issue and not just comfort, this begs a question, folks: How long does it take you to change pants? One, maybe two minutes? At best. One could argue it really takes more like 10 to 30 seconds. How can this possibly be too much time to take one thing off and replace it with another?

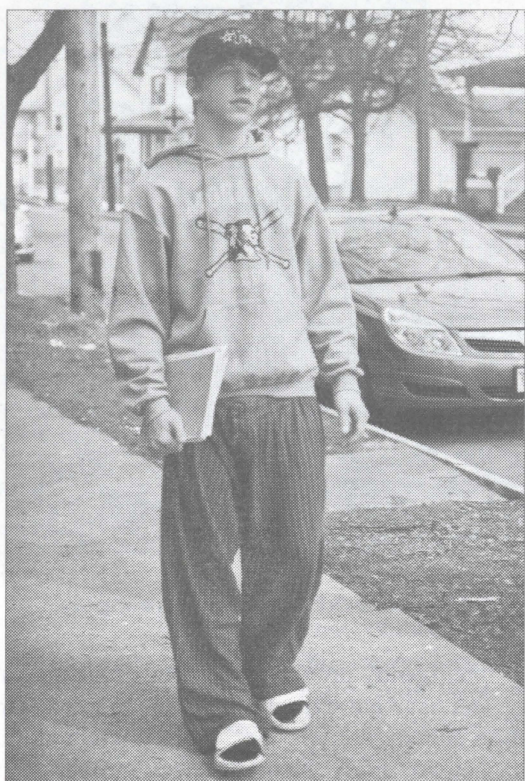
If style is your thing and you are wearing these garments meant for the Bordeaux as a means of self-expression, just don't do it. Do you know what wearing pajamas in public says about you? It says you are lazy. Or you are sleepwalking. If you are sleepwalking, you, of course, cannot help yourself. In this case, we all appreciate your wearing pants in the first place. If it is the former, just stop it. There is no justification for this. Saying you just love them so much is moot.

I understand they can be awesome. I have some super-fly pajama pants myself. The problem is, no one cares how much I love said super-fly Betty Boop Christmas-themed pajamas if I am wearing

them in a public setting. No one would give two Boop-a-doops what would possess me to wear Ms. Boop as my preferred cartoon/Christmas pant theme in a place which wasn't a place I planned on sleeping. Mostly because I'd look like a moron.

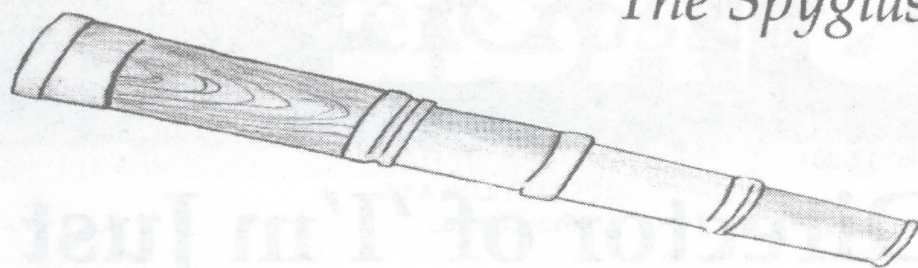
Normally, I do not side with the rappers of today's society, but if your decision is between "them Apple Bottom jeans and boots with the fur, baggy sweat pants and them Reeboks with the straps" or some pajamas and any shoes, please, go with the former two.

CONTACT CATHRYN FREAR AT:
cathryn.frear@wilkes.edu



The Beacon/Thomas Reilly

A local high school student takes a stroll down the sidewalk in pajama pants. Although pajama pants are comfortable, they should only be worn indoors.



The Spyglass

Plus one for Google's +1 feature

BY ANTHONY TRUPPO
Opinion Editor

Since Google was founded in 1998, the corporation has become one of the most prominent across the planet. Google is the No. 1 go-to search engine for almost all Internet users and since its beginning, has expanded to include free e-mail, maps, shopping and much more.

The newest addition to Google will be the +1 feature, which is not only Google's attempt to make Internet searching simpler, but to create and maintain small communities among Internet searchers.

The new +1 feature is an attempt by Google to make things easier for users, rather than to gain new users.

According to official documents released by Google engineers, the corporation runs more than one million servers around the world, processing more than one billion search requests and about 24 petabytes, or 24,000 terabytes of data, per day.

These numbers show Google has no need to increase its user base, yet Google continues to implement new features.

On Google's "About Google" page, the company's mission statement, which has been its mission statement from the start, reads, "Google's mission is to organize the world's information and make it universally accessible and useful." Adding the +1 feature, the corporation is attempting to make the world's information even easier to access.

Simply clicking the +1 button next to a search result, the user will share this link with those who are connected to his or her Gmail address.

Say you are planning a vacation to Oahu, Hawaii, and you are looking for some fun activities to do while you are there.

Your uncle has been all over Hawaii many times and he wishes to share some information with you. Your uncle clicks the +1 button next to his favorite vacation planning website. Now, when you search for "things to do in Oahu," you will see a +1 next to the result your uncle has recommended.

If you are looking for a place to eat locally and a bunch of your friends are fond of

the local T.G.I. Friday's, they can each click the +1 button, so when you search for local restaurants, you may say to yourself, "Self, I noticed a lot of my friends really like T.G.I. Friday's. I'd better check it out."

One of the best things about the +1 feature is the recommendations will only come from people you know, so you do not have to worry about being recommended sock stores in Bulgaria by children in Lithuania.

Also, links that have been +1ed will only appear in your search results. You will not be bombarded with e-mails each time one of your contacts clicks the +1 button.

Advertisements can also be +1ed, so if you see an advertisement for a coffee machine your mother would greatly appreciate, you can click the +1 button and whenever your mother sees the advertisement, she will see you have recommended it.

Even though the feature is still in its experimental stages, some Internet users have already started bashing the feature. The most popular argument against the feature is that the feature is a rip-off of Facebook's Like feature. Google, however, is not implementing this feature to become a social network and compete with Facebook, but to improve convenience for its users.

Not to bash Facebook's Like button, but the feature in itself is not always useful to its users. If Cecil Johnson enters "Monkeys!" as his current status and 17 of my friends like this status, I am not necessarily acquiring any valuable information.

Google's +1 feature is meant to make online searching easier and although someone may like monkeys, he or she may want to learn more about monkeys. The monkey fan can have entire websites recommended to him or her, rather than a single word.

Although Google's +1 feature is still being tested, once released, the feature will prove useful in its ability to allow users to share search results with online contacts.

Implementing this new feature, Google's intentions are not to compete with social networks or expand its user base, but to make Internet searching easier for its millions of users worldwide.

CONTACT ANTHONY TRUPPO AT:
anthony.truppo@wilkes.edu

Director of 'I'm Just Saying' dishes on film

BY MOLLY KURLANDSKI
A&E Editor

It all began with a break-dancing video in seventh grade. As a native Californian, Brian Douglas had always had an interest in the entertainment industry. The break-dancing video was his first creation and since then, he has worked with television and film.

Douglas graduated from UC Davis with a political science degree then pursued his graduate degree from George Washington University in public administration.

Douglas served as A&M Records international publicity and promotion representative and liaison for the company's global record labels and clients including Sheryl Crow, Soundgarden and Ice Cube.

After his departure from A&M, Douglas became manager of scheduling and programming for the Hallmark Channel, trained by some of television's most successful programmers. In 2008, Brian directed and produced "I'm Just Saying," his first full-length feature film, which is based on his novel and produced by Traverse Entertainment.

Not only has Douglas' film "I'm Just Saying" received high acclaim, the film has received a great number of awards.

Did you always have an interest in film?

Yes, but I always (was) more interested in writing than actually directing or making a film.

What prompted you to create your recent movie?

Timing more than anything. I was getting close to finishing the screenplay, and my friend, Michael R. Morris, the director of photography on the movie had some free time in between his films. So he said, "Hey Brian, if you want to do it, now's the time." I think that was a Friday and I went to work on Monday and told them I was leaving to go make a movie.

This is a tough business to get into. Are there any days you feel like quitting?

Absolutely. Right now, I actually see filmmaking as a hobby rather than a career.



Courtesy of Brian Douglas

Brian Douglas, who lives in Washington, D.C. is working diligently on his next novel and screenplay.

However, if I can be lucky enough to make it into a career, I absolutely will. I love it. Creating is so exciting and exhilarating.

Who is your inspiration?

I have many actually. My mom, dad, brother, sister and now my new wife, who was also our line producer. (Yet) another reason to make a movie. I do remember one thing that I have never forgotten. When I was a little kid, I remember my parents telling me that I could do anything I wanted in life. I'm just sad that my dad died young and never saw that I followed their advice.

What inspired you to make your recent movie?

Writing the screenplay is something I always wanted to do. I think the final straw was listening to the news night after night being lectured by political pundits telling me that I am stupid, that I should believe everything they do, and do it without thinking. That pushed me to continue writing.

I wanted to make a movie that took on these issues, such as politics, religion and sexuality, but do it in a way that is sincere ...

that treats everyone intelligently providing two sides to a story, and have non-preachy conversations because nobody wants to be preached to or told they are dumb. At the same time, I wanted the conversations to be warm-spirited while also being profound and sometimes comedic and challenging.

How long did it take you to create the movie?

The writing took several years. I wrote the story as a book first, then changed it into a screenplay ... the editing of the movie took around a year, and because as an artist, nothing is ever really done. I kept playing around, trying different things (and) different cuts.

What do you want an audience to experience when seeing your movie?

I want the audience to know that I treated them like intelligent people, allowing them to see different sides of the story and issues. I truly believe that when people are treated like intelligent people, they appreciate it. In fact, they are very happy to have intelligent and non-abusive conversations about politics, religions, sexuality and social norms.

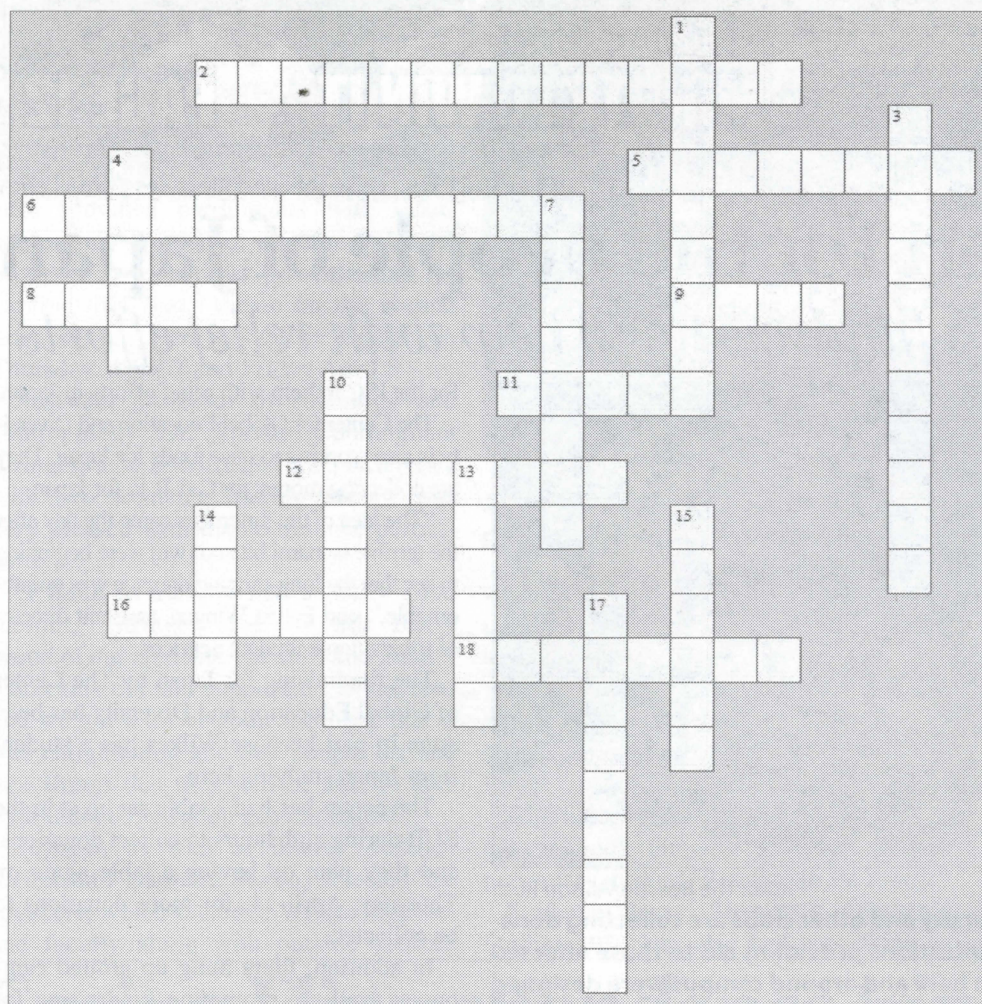
One of the things that was extremely important to me was to show both sides of the story throughout the movie. I scatter paradoxes throughout the movie. Sometimes immediately, and other times, they are very subtle. I want the audience to decide. People should have their own beliefs. I did not want to tell them what to think, just like I don't want other people telling me what to think. This movie is made for people who have the strength of mind to test their own belief structure.

Any advice to other filmmakers?

If you want to make a movie. Do not wait. Life is way too short to wait around for someone else to see your abilities. Gather some friends and family and make a movie. With today's technology, all you need is the drive and the courage, and you can do anything.

For more information on Brian Douglas contact imjustsayingmovie@yahoo.com.

CONTACT MOLLY KURLANDSKI AT:
molly.kurlandski@wilkes.edu



ZerCross Flower Power

BY ASHLEY ZERFOSS
Correspondent

Across

2. Resembles a tropical aviary creature
5. Can have a variety of scents (rose, orange, apple, or peppermint)
6. Pink blossoms on a fruity tree
8. Oval or heart-shaped blooms that are cold-hardy
9. Greek meaning of this flower is "rain-bow"
11. Used to make drugs like morphine
12. Golden flower with trumpet-like center surrounded by petals
16. Also the name of a Disney Princess
18. Seed pods release impatient little seeds at the slightest touch

Down

1. Resembles an exotic striped feline
3. Fuzzy silver flowers
4. Indiana's state flower
7. Cup-like flower found in Mississippi and Texas
10. Little flowers that grow in conical bunches
13. Commonly known as Lady's Fingers
14. Often bought on Valentine's Day
15. Find these by windmills in Holland
17. First golden, then fluffy and white with seeds that fly in the breeze

CONTACT ASHLEY ZERFOSS AT:
ashley.zerfoss@wilkes.edu

'Source Code' is worthwhile

BY KIRSTIN COOK
News Editor

Editor's Note: This article contains spoilers.

For the first 80 minutes, "Source Code" was a generic action movie with an interesting time travel plot. But, the last 10 minutes completely changed the meaning of the whole movie and left a confused audience reconsidering everything they just saw.

The movie starts off with Colter Stevens, played by Jake Gyllenhaal, waking up on a commuter train to Chicago. Everyone on the train seems to know what is going on except for him. The last thing he remembers was flying a helicopter while serving with the United States Army in Afghanistan.

As Stevens desperately tries to find out what is going on, the train blows up eight minutes later and the scene jumps to Stevens strapped in a pod in his army gear.

An official named Carol Goodwin (Vera Farmiga) tells Stevens that his mission is to find the person responsible for the bomb on the train, and then presses a few buttons to send Stevens back to the train scenario. Stevens then finds himself in the same exact position on the train as when the movie opened, and he relives the exact moments as before.

Stevens assumes that this mission is some type of simulation program through the army, but the movie is not shy in correcting this. Before long, it is revealed that the train had actually exploded earlier that day, and Stevens was being sent to that event through the identity of one of the deceased passengers. The goal is to identify the bomber to prevent a future second bomb, which was aimed for Chicago.

Stevens begins to fall for one of the passengers on the train, Christina Warren (Michelle Monaghan). As he is sent repeatedly back into the eight minute time frame to relive the explosion, he takes different approaches to find the bomber and also pursues changing reality and saving Warren from her peril in the explosion.

The movie is attention-grabbing, and not just through Gyllenhaal's good looks. The plot is thrilling, and appeals to most audiences with its apparent simplicity. However, if you choose to, you can look deeper into the series of events and uncover some deeper themes, especially after the last 10 minutes.

Rating: 4/5 stars

CONTACT KIRSTIN COOK AT:
kirstin.cook@wilkes.edu



THIS SUMMER, EARN CREDITS AND SAVE MONEY

70+ degree and
certificate programs
= endless possibilities

IF YOU'RE HOME FROM COLLEGE for the summer, and interested in earning credits while saving money, then take classes this summer at Community College of Philadelphia.

- transferable credits
- affordable tuition
- online courses

Choose from these 7-week terms:

May 16 – June 30
May 31 – July 21
July 11 – August 24

Apply online now at www.ccp.edu

The Path to Possibilities™

Community
College
of Philadelphia

www.ccp.edu

APRIL 12, 2011

CONTACT US: wilkesbeacon.lifestyles@gmail.com

Campus action and support for the people of Japan

Several clubs and organizations holding fundraisers to help with relief efforts

BY HOLLY BOYER

Staff Writer

The International Service Club, with the help of the Pre-Law Society, is working with the Red Cross to raise money to help out Japan after the 8.9 magnitude earthquake that struck on March 11. This earthquake has had a devastating environmental and nuclear impact on the people of Japan.

Since the disaster, several clubs and individuals on campus have been raising money to help the people of Japan with their relief efforts.

To help contribute to the continuing relief effort; the ISC has decided to construct a Japanese-inspired dinner.

These clubs are looking to go to several local Japanese restaurants, including Katana, Asaki and Mizu Sushi to ask them to help out by donating food.

They are planning to sell tickets for \$10 each and also accept donations at the dinner. The proceeds will then go to helping with relief efforts in Japan.

This dinner will include an informational session related to the services helping in Japan, with a particular emphasis on the Red Cross' efforts to help the people of Japan.

It will be held in the Henry Student Center Ballroom this week. Their goals are raise at least \$1,000 for Japan and get



Photo: The Beacon/Allison Roth

The Center for Global Education and Diversity and other clubs are collecting donations to help out several charitable organizations providing aid to those affected by the earthquake in Japan. Fliers shown here and around campus were designed by junior integrative media major Ikufumi Takemura, who is from Japan.

at least 100 people to attend the dinner fundraiser.

When thinking of some way to raise money for the people in Japan, the ISC wanted to think of a bigger event that would bring in as much money as possible.

ISC Vice President Sara Wolman wanted to do something more than sell some bracelets and make a small donation and they wanted to raise a big chunk of money. A dinner event was the perfect idea to get many

people together to raise money as well as awareness of the disaster that occurred.

"The dinner is open to the public, we are trying to make it as big an event as we can," Wolman said. "We should be grateful for what we have and anything we can give."

The club will also be accepting additional donations if people cannot attend the dinner. Anyone can contact people involved in the ISC to give donations, as they have established a fund for the Red Cross specifically

for the ISC to help with relief efforts in Japan.

The Center for Global Education and Diversity is also working to raise funds for Japan. They are collecting money for C.A.R.E. for Japan.

"The idea of the fundraiser came the day after the terrible tsunami hit and (we) were beginning to see that the long-ranging damage was unfathomable," said Felixa Wingen, assistant director of International Student Services.

The fundraising for Japan by The Center of Global Education and Diversity has been done in part because Wilkes has a student from Japan studying here.

The center has had a table set up at in the SUB during club hours to collect donations, and they plan on having a table again on Thursday, April 14, for more donations to be collected.

In addition, fliers hung up around campus as well are promoting fundraising for Japan. The fliers were created by Ikufumi Takemura, a student from Japan.

They also have a large bottle for collecting the funds in the Center for Global Education and Diversity.

"It's people helping people, not governments helping governments," said Dan Hunter, senior political science major. That's always important."

CONTACT HOLLY BOYER AT:

holly.boyer@wilkes.edu

Wilkes University's Health & Wellness Corner

◆Wilkes University's Health & Wellness Corner is a weekly feature in The Beacon. Students who ask questions will remain anonymous. All questions will be answered by Health Services staff.

Q: I've heard a lot of hype about bath salts. Can you tell me more about them?

A: Bath salts are a synthetic drug. They are packaged as incense or bath salts and are known by a number of names such as "Blue Silk," "Zoom," "Bloom," "Cloud Nine," "Ocean Snow," "Lunar Wave," "Vanilla Sky," "Ivory Wave," "White Lightning," "Scarface," "Purple Wave" and "Blizzard," among others.

Bath salts are sometimes sold as other products such as insect repellent or plant

food. Currently, they are legal to possess and use to experience a hallucinating, paranoia effect. Chemical compounds mephedrone and MDPV are the main ingredients that make up synthetic bath salts, which mirror cocaine and methamphetamine. The two ingredients are only currently illegal in nine states including Alabama, Florida, Idaho, Louisiana, Michigan, Mississippi, North Carolina, North Dakota and Utah, with other states either considering or introducing legislation to make this illegal (e.g., New Jersey, Pennsylvania, New York, Missouri, Kentucky, Georgia and Illinois among others). Much like the marketing of synthetic cannabinoids (Spice/K2) as incense, MDPV has been marketed as "bath salts" and just like Spice/K2, MDPV is specif-

ically labeled "not for human consumption." MDPV is a powerful stimulant that functions as a dopamine-norepinephrine reuptake inhibitor (NDRI). It has stimulatory effects on the central nervous system and cardiovascular system. High doses have been observed to cause intense, prolonged panic attacks in stimulant-intolerant users, and there are anecdotal reports of psychosis from sleep withdrawal and addiction at higher doses or more frequent dosing intervals. Its addiction potential is not fully known at this time.

However, one of the effects of MDPV is an intense desire to redose and there have been online reports from both professionals and users that MDPV is "strongly addicting." Users are becoming seriously ill with symptoms in-

cluding seizures, chest pains, increased blood pressure, increased heart rate, labored breathing, agitation, hallucinations, extreme paranoia, delusions and suicidal thoughts. The symptoms can persist for days. One online report from Louisiana has attempted to correlate three deaths with prior usage of MDPV. Ultimately, the drug cannot be considered safe.

Do you have a question for the Health & Wellness Corner? E-mail your questions to wellness.services@wilkes.edu, and you may see your question in next week's Wellness Corner. Your privacy will be protected. You can reach those working at Health Services at 570-408-4730 or by visiting their office on the first floor of Passan Hall.

Women's Studies Conference highlights 'Women in Popular Culture'

BY DEVONI NOVAK
Staff Writer

This year's Women's Studies Conference provided participants with information on "Women in Popular Culture." Students gave various presentations regarding this year's theme on the second floor of the Henry Student Center on Thursday, April 7 and Friday April 8.

Assistant professor of sociology and anthropology Dr. Ebonie Cunningham Stringer, who coordinated the conference with two women's studies interns, was very pleased with the conference participation.

"I think overall we had a really good turnout," Stringer said. "I was really proud of our students and staff and faculty who came out and supported the sessions and we got a lot of good feedback that it was enlightening and that people learned new things that they will be able to take with them so, mission accomplished."

Stringer, as well as interns Amanda Kaster and Danielle Sanko, selected the speakers, which included Wilkes students and faculty along with outside sources



Photo: The Beacon/Allison Roth
Junior political science, international studies and criminology major Shadae Gates presents her poster to viewers during last week's Women's Studies Conference.

who spoke on the behalf of women's empowerment and gender equality associations.

Each session, which usually lasted about an hour, offered two different presentations that observers could choose from.

Highlights from Thursday included a banned book fair and a Wilkes theater presentation titled "Reasons to Be Pretty."

Students from Stringer's Women's Studies 101 class also had something to

offer as they presented posters they created on influential women.

"I think it is important to have activities like this on campus because I think that sometimes people are not exposed to alternative points of view too often, and I think this really helps drive home the feminist women's point of view," said junior history major Alex Madaya, one of this year's presenters.

Friday's highlights consisted of a reading from Mercy Otis Warren's 1775 play,

"The Group: A Dramatic Reading," which was presented by eight students under the direction of associate English professor Dr. Mischelle Anthony.

A panel was held at the end of the conference to discuss the theme "Women in Popular Culture." The panel was made up of five professionals and two students who shared their opinions on equality.

Those in the audience were invited to participate and share their input in the discussion as well.

Thursday and Friday's schedule consisted of 12 presentations by deans, professors and students.

Senior psychology, criminology and Spanish major Sean LaFleur, who presented this year on "Gender and Popular Culture," said the festival needs to see an increased attendance by men.

"I think more men should get involved and I think that they need to understand the fact you're actually a better person for taking on another perspective," LaFleur said.

CONTACT DEVONI NOVAK AT:
devoni.novak@wilkes.edu

Spring Fling attendance triples to record high this year

BY CHRISTINE LEE
Life Editor

Decreased ticket prices, raffle prizes and a change in the dress code led to the highest-attended Spring Fling dinner dance in Wilkes Student Government history at Genetti's on Friday night.

"There (were) 348 people on the attendance list, which is almost triple of last year's number," said Kevin Hopper, SG's corresponding secretary.

Hopper said there were a few reasons that the attendance tripled. For one, SG slashed ticket prices in half. If students dressed in accordance with the black-and-white ball theme, they received a raffle ticket good for a chance to win a Tiffany's bracelet, a Citizen watch and an iPad 2.

"This year we (started) our raffle for Spring Fling to try to get people to show an interest, to participate in our event, so I definitely think the raffles are something that (drew) attention," Hopper said. "With the raffles we (did) the black and white dress code as to try to create a sense of unity."

According to Student Government recording secretary Samantha Schuler, Student Government created more hype for this year's Spring Fling through other means besides traditionally selling tickets in the SUB.



Photo: The Beacon/Laura Preby
Students enjoy themselves dancing at the black and white formal Spring Fling last Friday, April 8.

"We (had) signs around the SUB promoting (Spring Fling)," she said. "We've also handed out candy bars this year, we've advertised what we're giving out."

Students received champagne glasses as souvenirs, so even if they didn't win a raffle, they didn't go home empty-handed.

Sophomore environmental engineering major Elizabeth Heisel, who won the iPad 2, said she was planning to call just about everyone she knew after her number came up in the raffle.

"I don't win anything usually," Heisel said.

On the other hand, sophomore pharmacy major Brenton Shaffer had a feeling he

would be the one to win the Citizen watch.

"In the back of my head I was, 'I want to win this so bad,' cause I really wanted it so bad and when they started (calling names) I was like, 'I think this is going to be me,' and it was," Shaffer said. "It's a good feeling."

A photo booth was also available throughout the night for students to take photos with their friends.

"I think we took on more responsibility for these dances like by getting more favors, making more of the things ourselves, having new ideas come about," Schuler said. "It's just been really on top of things this year compared to last year."

Most students who attended this year's

Spring Fling enjoyed themselves and some even noted that the ballroom was fuller than it was in previous years.

"It's a splendid time. I was here last year and they always have a pretty good DJ, the food's always pleasant, and I'm very glad; I just love to dance," said sophomore criminology major Tim Fisher.

Fisher and his date, freshman pharmacy major Julie Miller, were pleased with the decorations this year. Miller thought the souvenir glasses inscribed with Spring Fling 2011 were nice to commemorate the moment.

"I think it (was) up to my expectations," Fisher said. "It didn't overly exceed them but I was very happy with the night's offerings," Fisher said.

Miller agreed, adding that she liked how the black-and-white dress code wasn't strictly enforced.

"I liked how it was a black and white theme but you didn't have to wear black and white, it was just encouraged but there (was) a big mix out there," Miller said.

SEE SPRING FLING, PAGE 12

Night of laughs, fun for students at 'Minute to Win It'

BY CHRISTINE LEE
Life Editor

Some very brave students and staff engaged a round of golf ball stacking, tissue pulling, and grabbing paper bags with their mouths on Tuesday, April 5. It was all a part of the Student Alumni Association's annual game night. This year's game was "Minute to Win It."

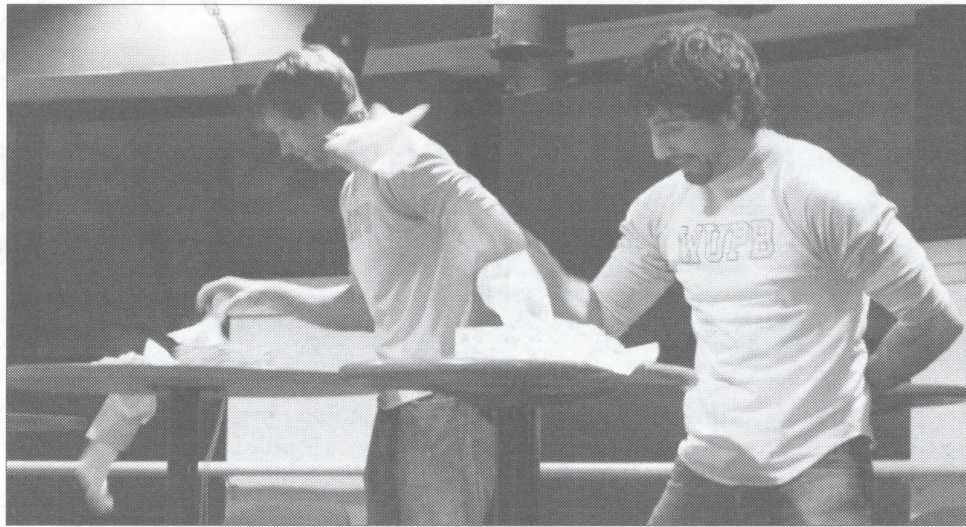
"I wasn't sure what to expect going into (the game) but it was definitely entertaining," says P1 pharmacy major Adam Burt, who participated this year in a round of wacky tasks along with partner and elementary education major Robin Sorber.

Hosted by Brian Switay, Student Development's graduate assistant, "Minute to Win It" was chosen by the Student Alumni Association based on the popular NBC show.

During the game, contestants entered to compete in three levels. In each level, contestants were challenged to do a variety of odd tasks in only a minute.

If they didn't complete the challenge during that time, they were eliminated. Prizes included gift cards of various amounts to different places and Wilkes alumni gear.

Having previously been involved in the Student Alumni Association and host-



The Beacon/Allison Roth

Student Development activities assistant Jamie Miller and Sports Information graduate assistant Rich Cloeter pull tissues out one by one during SAA's Minute to Win It last Tuesday.

ing last year's game night of "The Price is Right," Switay was persuaded to come back and host this year's "Minute to Win It".

He says that having a game show night has prompted an increase in attendance from students.

"This year, I think (with) the whole game show interaction, you expect prizes by playing games that (students) play at home with friends, triggers the feeling of playing at home," Switay said.

Not only was the night one for students to relax and have some fun, it was also to bring awareness to the Student Alumni Association.

"(The SAA) decided to hold a game show night to bring awareness to the organization and provide a fun night for students on campus," said alumni associate director Bridget Giunta Husted, who is also the adviser for the Student Alumni Association.

Some of the challenges included: tossing

and trying to maintain three balloons in the air at the same time, stacking dice on a stick at the end of a popsicle stick in one's mouth, stacking apples on top of each other, and arranging cans of soda in order by the number of coins in each can.

"It was challenging, I was very shaky going into it," Sorber said. "I thought (the challenges) were easier than a lot of the other ones we saw even in the first round."

Burt agreed and said that their third challenge was the most difficult on the basis of having to mentally prepare for it.

"I thought the first two (challenges) were easy but the third one (was hard because) you have to think in why you're doing (and) it takes a lot of coordination to pull it off so it took a lot of planning," Burt said.

Although their challenges were tough, both Sorber and Burt had a good time and both would want to come back and participate in a similar event in the future.

"It's a good time. I didn't know what to expect coming up here, I had no idea what was going to go on and I just thought it was fun watching other people," Burt said. "It was fun laughing at (other) people and have other people laugh at you; it's just (a) good time."

CONTACT CHRISTINE LEE AT:
christine.lee@wilkes.edu

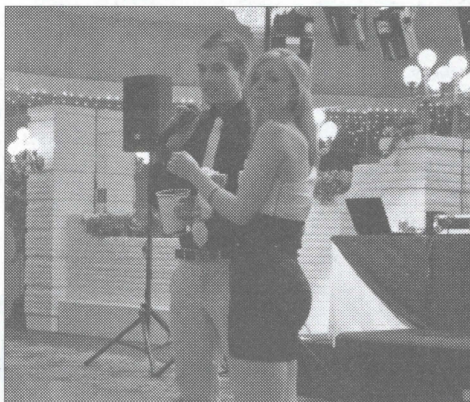
SPRING FLING

Continued from Page 11

Miller and Fisher said they are glad with this year's Spring Fling turnout and would be more than willing to go to another dance like this one.

SG is pleased Spring Fling went well and said it will continue with its advertising, raffles and favors as promotion incentives for students to attend future events they host.

CONTACT CHRISTINE LEE AT:
christine.lee@wilkes.edu



The Beacon/Laura Preby

SG corresponding secretary Kevin Hopper announces a raffle winner.



The Beacon/Laura Preby

The DJ for the night plays some fun tunes for the crowd.

Programming Board's Carnival



The Beacon/Allison Roth

On Tuesday, April 5, students were invited to partake in various carnival games including sling-shot as shown here in the SUB lounge. The carnival was organized by sophomore pharmacy major Lindsay Coval as a way of drawing in votes for president of the Programming Board. The carnival was one way student candidates such as Coval have been attempting to draw votes from students.

Some highlights from Wilkes Relay for Life



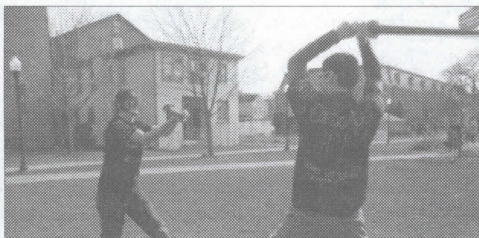
Students release balloons with messages of hope and encouragement into the air above the Quad for the start of Relay for Life 2011. This year, 15 teams competed.



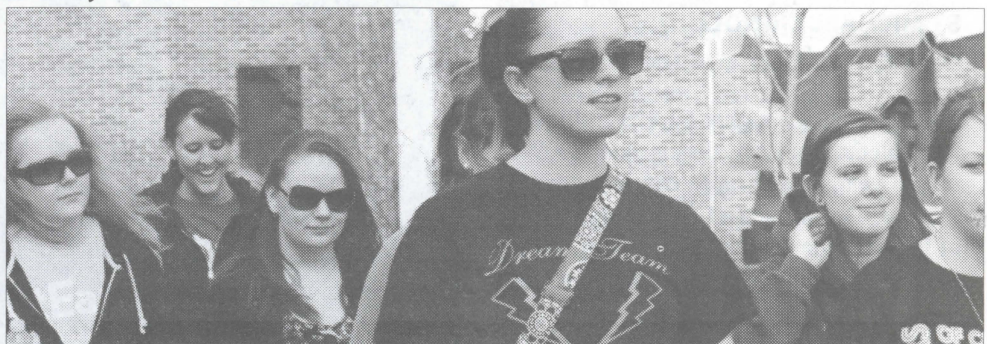
Student government members sit after being being "pied" with whipped cream. Student government offered pieings of members for \$1 as part of the fundraising at Relay for Life.



Members of the local community walk along-side one another in front of Evans Hall.



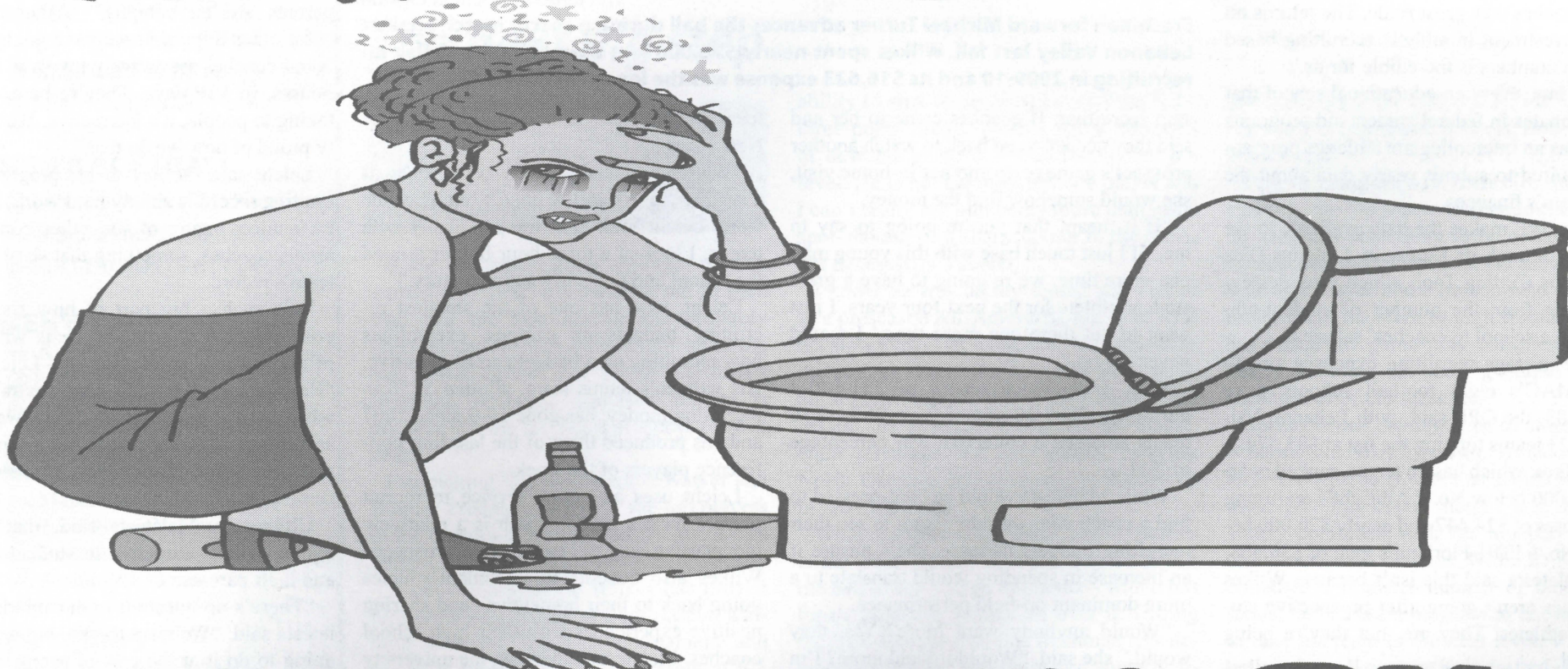
Members of Team Ninja Warriors battle it out on the Quad.



Sophomore pharmacy major and SG representative Meribeth Derkach passes in front of Evans Hall while participating in Relay for Life.

Photos: The Beacon/Allison Roth and Austin Loukas

Think Drinking Is Cool?



How Cool Is This?!!

This poster was reproduced as part of the Pennsylvania Liquor Control Board's 1999 Alcohol Awareness Poster Contest.

PA pennsylvania
LIQUOR CONTROL BOARD
ALCOHOL EDUCATION

Northwest Office Building, Harrisburg, PA 17124-0001
For more information, please call: 1 (800) 453-PLCB (7522)
If using a TTY line, please call: (717) 772-3725

Artwork by Stephanie Frost
Holidaysburg Area Sr. H.S.
Holidaysburg Area School District
Blair County



APRIL 12, 2011

CONTACT US: wilkesbeacon.sports@gmail.com

Wilkes' recruiting expenses lowest in conference

University nearly \$28K below MAC average budget

BY MICHAEL CIGNOLI
Editor-in-Chief

Wilkes spent roughly \$1.825 million on its athletic program during the 2009-10 school year, according to data provided by the U.S. Department of Education's Office of Postsecondary Education, but less than 1 percent of that money was spent on recruiting.

The university's recruiting expenses, \$16,623, were the lowest among the eight football-playing schools in the Middle Athletic Conference.

"We actually go over a little of what we're allotted," said Adelene Malatesta, Wilkes' athletic director. "That's another area where our coaches take great pride. The returns on our investment in athletic recruiting based on the numbers is incredible for us."

By law, every co-educational school that participates in federal student aid programs and has an intercollegiate athletics program is required to submit yearly data about the program's finances.

The OPE makes the data available to the public through its Equity in Athletics Data Analysis Cutting Tool, which provides everything from the number of student-athletes at a school to coaches' salaries.

The average recruiting expenses among the MAC's eight football schools were \$44,483, the OPE said, with Lebanon Valley's 23 teams topping the list at \$83,574.

Wilkes, which has 16 teams, ranked nearly \$8,000 below No. 7 Albright's recruiting expenses of \$24,447 and nearly \$20,000 below No. 6 FDU-Florham's total of \$36,468.

Malatesta said this isn't because Wilkes coaches aren't going after prospective student-athletes. They are, but they're being frugal.

"We're cost-effective," Malatesta said. "Our veteran coaches, including football, they've learned to work with what they have."

She added that she's never told a coach to



The Beacon/Michael Cignoli
Freshman forward Michael Turner advances the ball during a soccer match against Lebanon Valley last fall. Wilkes spent nearly \$70,000 less than Lebanon Valley on recruiting in 2009-10 and its \$16,623 expense was the lowest in the MAC.

stop recruiting. If coaches came to her and said they needed to go back to watch another prospect's game or do another in-home visit, she would somehow find the money.

"If it meant that you're going to say to me, 'If I just touch base with this young man one more time, we're going to have a great student-athlete for the next four years. I just want to get there one more time,' I would never say no."

With a combined record of 151-140-4 during the 2009-10 school year, Wilkes' 16 teams amassed a collective win percentage of .511.

While Malatesta would be hard-pressed to find a coach who wouldn't want to see their recruiting budgets increase, she's unsure if an increase in spending would translate to a more dominant on-field performance.

"Would anybody want more? Yes, they would," she said. "Would it yield more? I'm not so sure. We've got people that have pretty good recruiting plans in place."

The basic plan, Malatesta said, is to start where Wilkes has a pipeline. As an example, 87 of the 94 members of this year's football

team hailed from either Pennsylvania or New Jersey.

"Wilkes University is pretty regional as a whole," men's and women's tennis coach Chris Leicht said. "For me personally with tennis, I look at a three-hour border around the school and that's my main territory."

Leicht, who has one of the smallest recruiting budgets on campus, exemplifies how recruiting on a budget can be effective. His women's tennis team, allotted \$750 in recruiting money, has gone 59-9 since 2007 and has produced three of the last four conference players of the week.

Leicht uses an online service to recruit players for his teams, which is a relatively inexpensive way to keep tabs on prospects. Wilkes also benefits from student-athletes going back to their hometowns and sharing positive experiences with their high school coaches. Malatesta added that the university excels at convincing younger siblings of former Colonels to enroll at Wilkes.

Malatesta said those recruits, which help the athletic program and university without having a high cost, are godsend for her department.

"You have to be able to be an asset when you're an enrollment-driven institution," Malatesta said. "Athletics has to be viewed as not a financial burden, but an asset to generate enrollment. When we hire coaches, that's very crystal clear."

The coaches, Malatesta said, are who really make Wilkes' budget recruiting possible. She knows of several coaches who pay for some recruiting costs out of their own pockets, which don't count toward Wilkes' expenses. Usually, this involves not submitting mileage for reimbursement.

Malatesta would never tell them to do that, she said, but the coaches do it on their own "for the love of the sport and a love of the team."

The coaches also play a major role when student-athletes visit campus, giving prospective team members tours, sitting with them at lunches and introducing them to their potential teammates. Malatesta said these campus visits are "critical" to Wilkes' recruiting plan.

"Our coaches do a fantastic job selling Wilkes when that student-athlete and their parents are on campus," Malatesta said. "The other thing that we have going for us is our coaches are actively involved in open houses, in VIP days. They're here, they're taking to people, it's interactive. We're pretty proud of how we do that."

Leicht said the key to his program's recruiting record is simply hard work. He said he outdoes many of the other conference tennis coaches, something that shows in his team's record.

"It's such a big part of how successful your program is going to be is what kind of players you're bringing in," Leicht said. "I'm willing to put in some extra hours whether it's traveling on some weekends and things like that just to see people play and give some more personal attention to some of the recruits."

Ultimately, Malatesta said, that's what makes Wilkes attractive to student-athletes and their parents.

"There's no question in our minds," Malatesta said. "We want to win, but we're not going to do it at the cost of sacrificing student-athletes' academic experience or their overall experience."

CONTACT MICHAEL CIGNOLI AT:
michael.cignoli@wilkes.edu

SCOREBOARD

MEN'S BASEBALL

4/5 vs. Baptist Bible - Postponed
4/9 vs. FDU-Florham (DH) 15-24 L, 11-14 L

WOMEN'S SOFTBALL

4/5 @ Scranton (DH) - Postponed
4/6 vs. Baptist Bible (DH) - Postponed
4/7 @ William Paterson (DH) 5-6 L, 6-1 W
4/9 vs. DeSales (DH) 0-4 L, 1-2 L

WOMEN'S LACROSSE

4/6 vs. Widener 2-17 L
4/8 vs. Lebanon Valley 9-17 L
4/9 @ Eastern 2-21 L

WOMEN'S TENNIS

4/9 @ FDU-Florham 9-0 W

MEN'S TENNIS

4/6 vs. Moravian - Postponed
4/9 @ FDU-Florham 9-0 W

WEEK AHEAD

MEN'S BASEBALL

4/12 vs. PSU Hazleton 3:30 p.m.
4/13 vs. PSU Wilkes-Barre (DH) 2:30 p.m.
4/15 vs. Misericordia 3:30 p.m.
4/16 @ Misericordia (DH) 1 p.m.

WOMEN'S SOFTBALL

4/13 @ Lebanon Valley (DH) 3 p.m.
4/14 vs. Susquehanna (DH) 3 p.m.
4/16 @ FDU-Florham (DH) 1 p.m.

WOMEN'S LACROSSE

4/13 vs. Arcadia 4 p.m.
4/16 @ FDU-Florham 1 p.m.
4/18 @ Lycoming 4 p.m.

WOMEN'S TENNIS

4/14 vs. Manhattanville 3:30 p.m.
4/15 @ Haverford 3:30 p.m.
4/16 vs. Eastern 1 p.m.
4/18 vs. Scranton 3:30 p.m.

MEN'S TENNIS

4/14 vs. Manhattanville 3:30 p.m.
4/16 vs. Eastern 1 p.m.
4/17 @ Scranton 1 p.m.

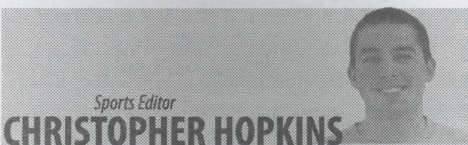


FACE OFF



Which NBA prospect will have the best career?

The top cat



Sports Editor
CHRISTOPHER HOPKINS

Connecticut has finished a remarkable run to win the national title, completing one of the wildest NCAA tournaments in history. No. 1 seeds made it to the Final Four, which featured a matchup between an eight seed and an 11 seed in Butler and Virginia Commonwealth. Now that everyone has surely crumpled up their own brackets and thrown it away in frustration of being way off, it comes time for these athletes to make a big decision: whether to enter the NBA draft.

Many of the top pro prospects this year are underclassmen, meaning it's up to them whether they'll stay in school or leave early to enter the NBA. We've already seen Kyrie Irving, who only played in only 11 games this year due to injury, and the Morris twins from Kansas officially decide to leave school early to enter the pros, despite the possibility of a lock out next season.

The next big step



Assistant Sports Editor
PHAT NGUYEN

With so many good college players around this year, it's hard for me to pick who had the best season and probably even harder to pick who might have the best NBA career, but North Carolina's freshman sensation Harrison Barnes is my pick for the top NBA prospect for this year.

I'm picking him over Kemba Walker and Jimmer Fredette, a few of the top players in the country this year who are just not as athletically gifted as Barnes.

I believe that while Walker has proven himself to be a winner at Connecticut, winning both the Big East tournament and the NCAA national title, his height at 6-1 will be a problem. He will be matching up against bigger and stronger elite point guards in the NBA.

While Jimmer Fredette has an uncanny

While there is no true dominant player in this year's draft class that stands above the rest, it has opened up debate on who will have the best career. Irving has been picked to be the probable No. 1 pick, even with his limited play in college. Harrison Barnes, a forward from North Carolina, was named preseason All-American before he had ever even stepped on the court and also looks to have a promising NBA career. However, the player the will have the best career in the pros comes from the west coast, Arizona's Derrick Williams.

Williams had a dominant sophomore season for the Wildcats, posting 19.5 points per game to go with 8.3 rebounds per game. At only 19 years old he stands at 6-8, a perfect height for a small forward in the NBA.

Williams brings a lot to the table for his team, succeeding at both the offensive and defensive ends of the court. What makes Williams so special and such a great fit for a small forward is his ability to score both inside and outside of the paint. Throughout the tournament, he showed that he can get

physical down low against anyone, but can also bring his game outside and knock down a three-pointer.

This season, Williams was very efficient with the ball, both by very rarely turning over the ball and taking only good shots. He shot almost 60 percent from the field, including 57 percent from behind the three-point line. By having an outside shot to go along with his size and interior game, Williams has the ability to draw his defenders outside where they're most likely not comfortable and create space to find a good shot. Williams has also been considered to be one of the higher basketball IQ players in this year's class, showing that he knows how to score and make plays on the floor and doesn't solely rely on his athleticism.

So as this year's NBA season draws to a close, look for these new names to become the topic of conversation again as they look to bring their talents to the pros. While there is a lot of good talent in the field this year, Williams shows the most promise in the long run in his future career.

ability to sink threes well beyond the NBA three-point range, I have some concerns of how his game will translate at the pro level. He is not the most athletic player and I can't really see him being more than just a spot-shooter or a sharpshooter in the NBA, not necessarily a scorer.

I know he was highly touted and picked as a preseason All-American, but even with his slow start - let's call it an adjustment to the college level - he was able to improve all season long. In the second half of the season, he averaged 21 points per game, eight rebounds and two assists, carrying North Carolina before losing to Kentucky in the Elite Eight.

What impresses me most about Barnes is his desire to win and the way he wants the ball at key crucial moments - which has future superstar written all over it. During the ACC tournament, this freshman was demanding the ball and delivered some magnificent performances. The 6-8 freshman also creates matchup problems for most of his defenders. Barnes is a scary type of player who can beat you by going down

low and taking the ball inside, but he also has the ability to find his stroke from three-point range.

Despite being only 18 years old, Barnes is a player who has shown tremendous character, which is something to be noted among his coaches and teammates. He has matured both as a player and a person who is ready to represent his team to high standards. He has raised his game play considerably by nearly doubling his scoring output in the second half of the season.

Barnes is just the new type of athlete that is taking the NBA by storm. At 6-8, he has an NBA-type body, one that scouts salivate over. His impressive height and athletic ability combined with his intensity gives him an edge on defense. While he has not collected a monster number of blocks or steals, he is a team player who knows how to take his team to the next level, which I believe he will do once he is drafted. Barnes is the type of player who will be an asset to any team whether he has a complementary role or is called upon to eventually become the leader.

Wilkes Cross Country host Colonels Run for kids 5K

BY PHAT NGUYEN
Assistant Sports Editor

The Wilkes men's and women's cross country team hosted their third annual Colonels Run for the Kids 5K last Saturday at Kirby Park.

The race had a record number of runners, with 47 runners participating this year, beating the previous year's mark at 46.

Tim Fisher, sophomore criminology major and member of the Colonels cross country team, was very pleased with the turnout.

"It was a great feeling," Fisher said. "This year we had a pretty big turnout. It was a bit brisk, but didn't deter a lot of the runners from coming out and participating."

The team was up at Kirby Park at 7 a.m., two hours before the race start. Coach Nicholas Wadas had no problems getting his team out and even notes how they really took charge.

"It wasn't a problem making sure to get the kids out," Wadas said. "Every year we get a little more organized. The kids on team really take a role to be more than just runners."

The race served as a dual fundraiser raising money for the cross country team and Valley Santa, an organization that relies on donations to purchase Christmas toys and gifts for children whose parents cannot afford to buy them. The race raised \$475 for the team and \$175 for Valley Santa. Wadas was pleased with the efforts but wishes he was able to raise more for the charity.

"In the past we were able to give more money because of our sponsors, but this year we short of sponsors," Wadas said. "I know the people who work for the program will appreciate anything that we can provide and they do so graciously. I like that organization and I would like to give whatever we can raise as a team to them."

"It's really cool that we had a chance to raise money for a charity especially Valley Santa," Fisher said. "Knowing that you are doing something for a greater cause makes you feel pretty good."

The race started at the entrance from Market street to Kirby Park following that path all the way wrapping around the tennis courts taking a left down the levee wall going all the way down the le-

vee wall under the market street bridge and turning back under the Pierce street bridge where the runners turned around.

"I think it was a really good course," Fisher said. "It was very simple it was a run down, run back. You just come down the way you came down."

Coach Wadas had the team strategically placed in a number of ways directing runners on course by using cones, chalk and spray paint all along the course. The runners were led by Chris Manzi, junior criminology and psychology major, who trudged through the mud and hills.

The race had ideal conditions with a brisk overcast day that was not too windy. While runners said it was mainly flat and fast, some parts were muddy and wet causing a few slips. One of the top runners fell and cut his leg, but got right back up and finished strong.

"I want to give a shout out to the top two finishers, who both broke eighteen minutes which is pretty hard to do," Fisher said. "The runner in second place fell and got a big gash on his leg, but if he didn't fall I think he would've given the other guy a run for his money."

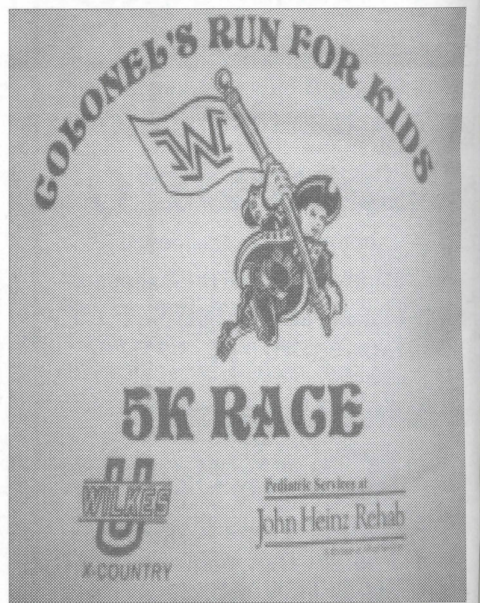


Photo courtesy of Nicholas Wadas
This logo for the race was present on T-shirts of participants and all advertising for the event.

To see the race results, visit www.neparunner.com.

CONTACT PHAT NGUYEN AT:
phat.nguyen@wilkes.edu



53 PUBLIC SQUARE 829-6444



**Thursday's
Video Dance Party
w/ DJ Davey B**

**FRIDAY & SATURDAY
HAPPY HOUR
10-12
GET IN FREE W/ COLLEGE ID**

Daily lunch specials for
\$5.95
& nightly dinner specials

**FREE PIZZA AT
MIDNIGHT**

WWW.RODANOS.COM

