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Nov. 13, 2012

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Volume 65 Issue 9

Wilkes talent shines

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WOUNDED WARRIOR PROJECT

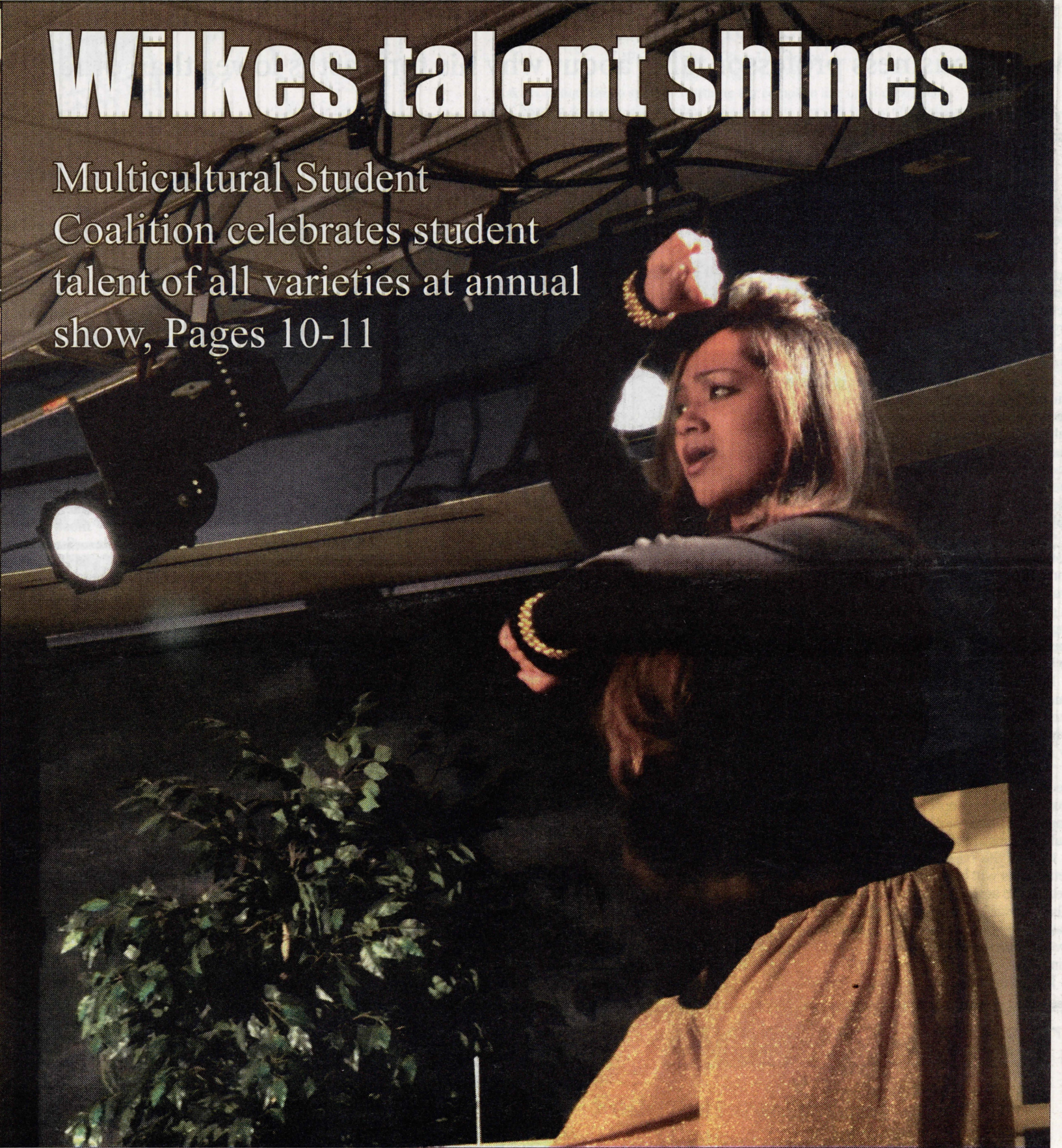
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The Beacon/Austin Loukas

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Increased optimism contribute to 2012 holiday retail forecast

Wilkes' business professor talks about why his forecast is lower than others for 2012 holidays

By Abbey Haldeman
Assistant News Editor

For more than 20 years, Anthony Liuzzo, Wilkes professor of business and economics has been predicting the percentage for which Holiday retail sales will rise.

He began his retail sales predictions informally around 1990-91 by tracking sales, visiting malls and talking to different people to get direct information about sales. Now, every year around Labor Day, he will nearly set in stone his prediction and is almost always right.

For his 2012 holiday retail sales prediction, Liuzzo predicted lower than most other experts who went with a 4.1 percent increase in sales, which he chose a 3.0 percent increase due to many significant factors. While he does believe if everything went smoothly in the world, the estimate of 4 percent would be idealistic, but there are always outside variables.

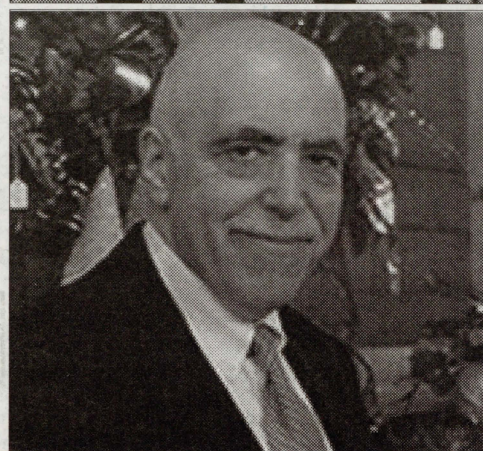
"I thought, something is going to happen, not because I have a crystal ball, but because something always happens, that's just the way the world is," Liuzzo said. "Either there is going to be a terrorist attack, or there is going to be some upheaval in the world or – and this is the one I was right on – there is going to be weather related event."

Beyond the uncontrollable variables, one thing Liuzzo thinks will strongly impact sales this holiday season is the recent election, which he said will effect retail sales positively no matter who wins.

"Whether it's Obama or Romney, more people will be for the winner than for the loser so, more people will be happy than not happy," Liuzzo said. "Either way, presidential elections are always good for retail sales."

One of the other reasons Liuzzo believes retail sales will have a 3 percent increase this year is the amount of shopping days between Thanksgiving and Christmas this year. 2012 has the longest amount of shopping days between the two holidays, with 32 total shopping days.

Because Christmas falls on a Tuesday, it



Courtesy of Marketing Communications

The Beacon/Laura Preby
Business and economics professor, Anthony Liuzzo, left, talks about why his annual holiday retail sale forecast is lower than most other experts predictions. Liuzzo predicts that retail sales will increase this holiday season by 3 percent due to the highest amount of shopping days available this season and the impacts of Hurricane Sandy and the latest presidential election. The Wyoming Valley Mall, above, will have one of its busiest shopping days the Saturday prior to Christmas.

also allows for a full five weekends of shopping before the holiday.

With the Saturday before Christmas being the highest in store sale day, Christmas being on a Tuesday gives shoppers the rush to buy more on that day, Liuzzo said.

Because Liuzzo makes his predictions so

early on in the year, around Labor Day, he was a little nervous when there seemed to be no negative factors coming into play, but because of Hurricane Sandy, he believes he will be close to accurate this time.

Liuzzo said people have begun their holiday shopping much earlier lately. With the actual

shopping taking place around Nov. 1 and the buying right after Thanksgiving. He said it's not proven that people buy earlier, but that competition drives people and stores to advertise the holidays much earlier than they used to.

Beyond his predictions of how much the retail sales will rise, he also made a guess at what will be the "in" gift this season.

"Certainly, tech toys," Liuzzo said.

He believes things such as the iPad and iPad mini's, tablets, and apps will be a hit this holiday season. Also, the comeback toy of the year will be the Furby due to technology being applied to the childhood toy.

"We see this down through the years, that toys, games, dolls and other kinds of memorabilia have made comebacks," Liuzzo said.

Associate director of marketing and communications Vicki Mayk has been working with Liuzzo's predictions for four years now and she said his calculations are pretty accurate, being around .5 to 1 percent off at the most.

Since he began predicting formally, Liuzzo has had his predictions published in all of the local newspapers and in hundreds of other publications, including CNN, The New York Times, USA Today, New York Daily News, Philadelphia Daily News, The Chicago Tribune and The Washington Times. For this seasons holiday forecast, he was chosen to be an expert by IBM's Holiday Benchmark.

Why did he become interested and continue to make predictions?

Liuzzo said it somewhat of a sport for him, a professional hobby and that it's almost driven in him.

"I like to be right," Liuzzo said. "That's my personality."

Liuzzo believes that because consumers' drive around 70 percent of retail sales, as holiday retail goes, so does consumers' and as consumers' go, so does the economy.

"Unlike the old expression actually, money is the route of all good, not the route of all evil if used properly."

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Students spend Fall Break at local animal Shelter

Alyssa Stencavage, Asst. Life Editor
 October 18, 2012

Some students spent their fall break cleaning stalls and pens, washing bowls and tubs for larger animals, sweeping the barn, cleaning the refrigerator,... READ MORE
 »»

News



Wilkes faculty members react to presidential debates

Shawn Carey, Staff Writer

With the 2012 Election Day weeks away, the pressure is on for national

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Climate change impact on U.N. topic of lecture series

By Christine Lee
News Editor

The issue of climate change and its effects on the United Nations is the latest topic of a lecture series between Wilkes and the Higher Education Alliance for the United Nations at 4 p.m. on Nov. 15, in Breiseth Hall Room 106.

The lecture will feature Mohammed Reza Salamat, a senior program officer in the United Nations Department of Economic and Social Affairs.

Assistant professor of political science Andrew Miller, who has been coordinating the U.N. lecture series speakers, said he thought the topic of climate change was an important topic for the latest lecture.

In addition to the lecture, Salamat will also be on hand to answer questions from students from 1-2:15 p.m. in Stark Learning Center 270. Miller said several classes are attending this informal discussion.

Salamat has been a part of the U.N. Division for Sustainable Development since January 2002. He has written various articles on international environment and sustainable development ideas, particularly on climate change.

"I hope people listen to what he has to say about climate change," Miller said.

James Case, professor of earth and environmental science and environmental engineering, is teaching a class on global climatic change this semester. He explains that the term 'climate change' refers to the fact that, although air and ocean temperatures are rising on a regional basis there can be either a cooling or warming effect.

"In the past, the climate record of the earth



Courtesy of Ron Lee

Professor James Case said climate change is being blamed for an increase in severe storms, leading to destruction such as Hurricane Sandy, pictured above.

clearly indicates that we can have rapid swings in temperature. We can go really warm for a while for short periods of time or really cold for a while but it's not necessarily the whole Earth," Case said. "We use the term 'global climate change' because it is not out of the realm of consideration that our current global warming might result in a drastic cooling in Europe and in the Northeast U.S., while at the same, time the rest of the planet stays exceedingly warm."

Case, who was one of the first to teach a class on the topic of climate change in the U.S., said it is evident across the scientific community that climate change is occurring and being caused by human activity.

"Scientists have nearly a complete consensus that global climate change is occurring, that includes over the last 50 to 100 years a temperature increase of around 2 degrees Fahr-

enheit, perhaps a little more, and that is primarily attributable to increasing concentrations of carbon dioxide, methane and other greenhouse gases in the atmosphere," Case said.

Case said the increasing concentrations of carbon dioxide, methane and other forms of carbon dioxide in the atmosphere are attributed to human causes. He said this because different radioactive isotope dating techniques prove that the proportion in fossil fuels used to fuel our economy is the same as that in the atmosphere.

Case said some immediate effects of climate change are the increase in the intensity and frequency of storms. He explains this has to do with the amount of water vapor contribute to this because it is a greenhouse gas.

"Water vapor is the primary greenhouse gas. Normally water vapor condenses and you get precipitation, or water vapor evaporates and

you get water vapor in the clouds. But with global warming, the warmer the air, the more water vapor the air can hold. So as global warming occurs, you have more water vapor in the atmosphere, and this provides more energy for hurricanes, tornadoes, northeasters, storm systems," Case said.

Case said water vapor enhances the vigor of the weather system and 1 gram of water vapor condensed into water and brought to room temperature is the equivalent of 700 calories of heat, which creates a huge amount of energy.

Earth and Environmental Science lecturer retired Lt. Col. Mark Kaster, a meteorologist by training, explains that as oceans and the atmosphere warms up, the more extreme weather events occur.

"Global models indicate more extreme events, however there is no positive answer," Kaster said.

Kaster said the weather phenomena El Nino, La Nina, and the Arctic and North Atlantic Oscillation can be partly blamed for the recent weather phenomena such as last summer's drought and unseasonably warm winter.

"These are normal patterns but we do not know what climate change's effect will be on these patterns," Kaster said.

Both Case and Kaster explain individual people can make a difference in reducing the effects of climate change in the world.

"Collectively communities and nations need to do everything they can to reduce their carbon footprint," Case said.

The event is free and open to the public.

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Food drive for the hungry of W-B



The Beacon/Laura Preby

On Friday, Nov. 9, members of Zebra Communications and WCLH came together to collect canned goods, dry food and loose change for the Salvation Army to assist hurricane victims. Members of WCLH broadcast live in the SUB and gave out cookies to those who donated. The food drive will be going on until Nov. 20.

Wilkes University Television Program Guide

Channel 97: Service Electric Cable

Monday November 12, 2012			
6:00pm	Wilkes On Wednesday	7:30pm	Wilkes Now
6:30pm	Reveille To Taps	8:00pm	Rosen Lec.-Michelle Rhee
7:30pm	Wilkes Now		Classical Arts Showcase
8:00pm	Generation X	Thursday November 15, 2012	
	Classic Arts Showcase	6:00pm	Iron Horses: A History of Railroads in the W.
			Val.
Tuesday November 13, 2012			
12:00pm	Wilkes Now	6:30pm	Magic to Do
6:00pm	The Revitalization of Downtown Wilkes	7:30pm	Wilkes Now
	Barre	8:00pm	OLF-Eli Wiesel
6:30pm	Flyboys		Classical Arts Showcase
7:30pm	Wilkes Now	Friday November 16, 2012	
8:00pm	Rosenn Lecture-Greg Mortenson	6:00pm	Wilkes Barre History Documentary
9:49:52pm	Classic Arts Showcase	6:30pm	Cross Gen. Focus Group
Wednesday November 14, 2012			
6:00pm	Wy-Val-Media: Challenges and Changes	7:30pm	Wilkes Now
6:30pm	Class of 1986	8:00pm	Much Ado About Nothing
			Classical Arts Showcase

Perry presents on environmental effects of shale gas in state

By Abbey Haldeman
Assistant News Editor

Simona Perry joined faculty, staff, students and community members Wednesday, Nov. 7, to tell them about "the community and environmental health implications of shale gas development."

The Institute for Energy and Environmental Research held its first forum for the research of Marcellus Shale gas drilling at 7 p.m. in Stark Learning Center. Student researchers Keri Skalvara, Kristi Ciaston, Stephen Forney and Emily McGrath were all beneficial in putting the presentation together.

Being the first of two lectures to come this semester, the topic of this speech hit home with the impacts shale gas development has on Bradford country, which has undergone the "boomtown phenomena." The boomtown phenomena is when small towns undergo cycles of rapid business and industrial growth, which when shale gas development hit Bradford County did happen.

Perry presented data from research she has been doing for nearly four years on the impacts shale development has on towns people and there everyday life. Before she began with that she touched on the fact that most people don't get their information from factual sources and are misconstrued and misunderstand the impacts.

Some of the impacts she mentioned during her speech were, economic, which she said have not seemed to change since the start of

the shale gas development, increased competition and conflict between land owners, local business growth, damaged or closed roadways and health problems.

For places like Bradford County, who has 1,105 working well sites at this time, what impacts them the most is the usage and damages done to roadways by the influx of water and gas trucks constantly traveling them. Perry said the people of this town find a sense of pride in the fact that most of the roads in their area dirt, much more easily damaged by serious travel.

Another big issue Bradford County has been facing is health issues. Perry said a portion of persons who live there have been breaking out in rashes through which the cause is not known. Some have also been dealing with gestural intestinal issues.

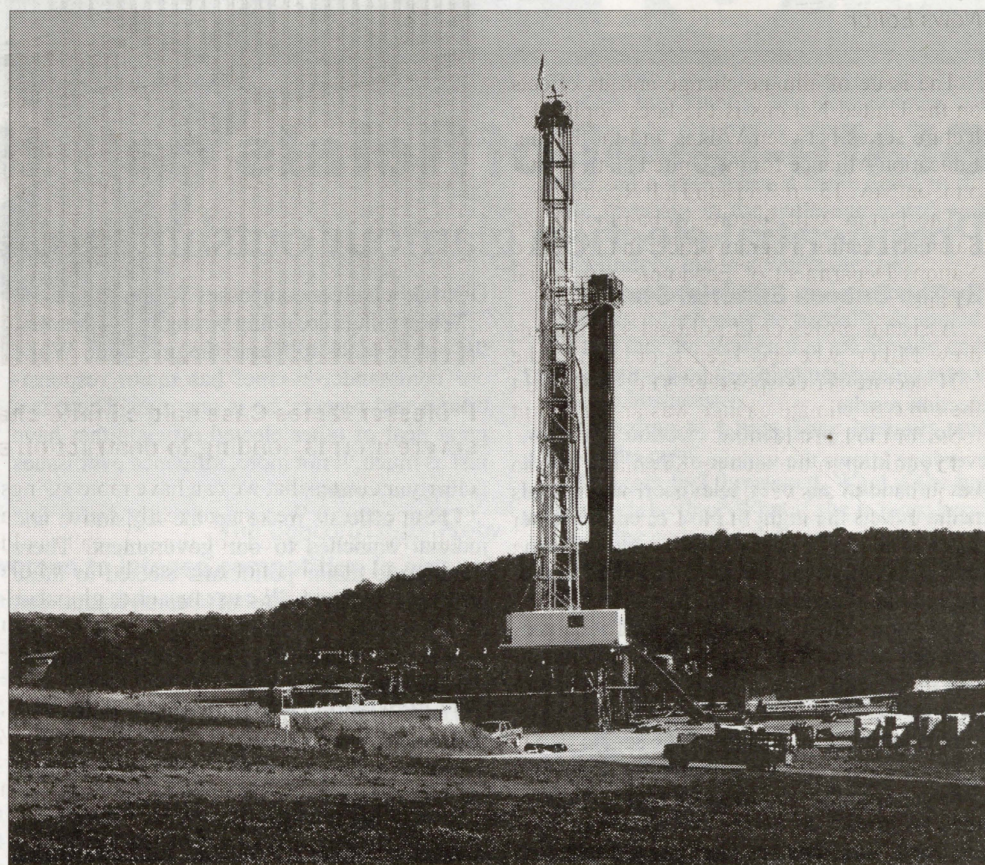
Institute Associate Director Ken Klemow who has given many presentations about the industry, said that presentations like this are important to Wilkes' students because the Marcellus shale industry is so big in northeastern Pennsylvania He feels that knowledge about the industry varies among people.

Klemow would like for the IEER to continue with presentations such as this. He'd also like to further the education of students by keeping the potential option of offering courses in energy, such as produced in the shale industry. He would like to know, how many students would find interest in such a course.



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Courtesy of Institute of Energy and Environmental Research

Applied anthropologist Simona Perry talked about shale development in rural parts of Pa. like Bradford County. Above, a Marcellus Shale drilling rig.

President Leahy updates SG on various campus issues

Updates include progress on science center, formation of Relay for Life team, Mayor's Cup march

By Shawn Carey
Staff Writer

The Student Government meeting on Nov. 8 was called to order at 6:11 p.m.

All college: \$2,660
Conference: \$700
General funds: \$6,313.35
Leadership: \$600
Spirit: \$873.34
Student Government total: \$11,146.69

The Health and Wellness club was present at the meeting to give the SG board a club update. HAWC is an organization for the purpose of living a healthier lifestyle both on and off campus.

Trey Tietz and Samantha Bickert represented the club and gave a recap on the Shaun T event that was held on campus Nov. 3. Tietz said that there were more than 220 people in attendance and included students, alumni and surrounding community members.

He also said merchandise sales and half of Shaun T's paycheck from the event were going to be donated to the Hurricane Sandy relief efforts. Tietz said it would be a donation totaling more than \$4,000.

Bickert said the club is still waiting on totals from the event and will give back any money

to SG that was not used for student participation. Tietz said the club has held many healthy bake sales on campus as fundraisers. He also said they have 30 active members in the club and offer workouts five days a week. Also, HAWC is working with Chef Brian Kaden to offer healthier options for students and faculty in the dining room.

President Patrick Leahy was present at the meeting. He said he hopes to make regular appearances at the meetings to know what is going on with students and opened the floor for questions from student members.

Topics discussed included the campus's emergency preparedness regarding Hurricane Sandy, pre-registration for classes and the problems with parking on campus.

SG President Kris Rivers said he is working with Commuter Council and Student Affairs to help with the parking situation on campus to help alleviate any problems in the future. President Leahy also discussed that the more students, faculty and alumni that he meets makes him more enthused to be president at Wilkes and it is an unbelievable privilege to be president.

He gave an update on the new Cohen Science Center, saying that it is on budget and on schedule to be finished for the fall 2013 semester. He also announced the first Mayor's Cup March. The event was held on Saturday, Nov.



10.

He invited students and faculty to march with him from the River Common's Northampton Street corridor to Ralston Field for the Mayor's Cup. He also announced that he is forming a Relay for Life team for the event in April.

The Nursing Student Organization was back for a second week for their fund requests to attend a conference near Pittsburgh. President Emily Christian was there along with Vice President Kaci Rirosik and Secretary Kellie Taylo.

Christian said they have decided to bump down the amount requested to just registration costs. The NSO previously requested \$1,500,

but bumped it down to \$560. A motion was made to allocate \$560 to the NSO to attend the conference. The motion passed 36-1-6.

Phi Beta Lambda, or Future Business Leaders of America, was there for the first week of club recognition. Adam Wychowanec was there to discuss the club with the SG board. The purpose of the club is to highlight the business department at Wilkes. The club will attend regional, state and national competitions in fields within the business world. Wychowanec will be back the following week for the final week of club recognition.

Junior Class President Julie Miller presented for the Capital Projects Committee. They want to purchase two new water fountains for the campus. The cost for the two fountains is \$1,866 and they are also asking for \$400 for additional supplies. Representatives will be back next week for the final week of funds approval.

Nominations for Members of the Month were announced. Nominations included Samantha Earley, Kyle Wolfe, Christian Victoria and Logan Rutch. The winner was Kyle Wolfe for his work in organizing the T-shirt sale for Hurricane Sandy relief efforts.



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Nov. 13, 2012

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State-level officials call the shots too

Presidential election glamour outshines other important offices

By The Beacon Editorial Staff

Not enough students are aware of the 2012 election results.

No, not the presidential election. By now, everyone knows the winner of that. The result was broadcast all over television and social media outlets the night of Nov. 6, on the front pages of all major newspapers on Nov. 7 and, even days before the election, exploited in the projections of ambiguous polls.

But some election results haven't received as much attention by the public. Not many Wilkes students were excited about the battle for congressional spots in Pennsylvania. Few were examining the results of the senate race.

There wasn't enough attention on state-level races, even though these are more likely to have an impact on issues that matter to voters. Now that they're over, there's still the opportunity to become informed on the winners of these elections and their stances. It's the chance to get to know the public officials that will be making major decisions for our country.

According to the Pennsylvania Department of State, Democrat Bob Casey was re-elected as the U.S. senator representing Pennsylvania. Democrat Kathleen Kane was won the election for Attorney General in the state. Republican Lou Barletta was re-elected to the representative position in Congress for the 11th

District, which encompasses Wilkes-Barre.

When things are going wrong in the country, the public tends to blame the president. While our commander-in-chief has major responsibilities and powers, he is one man. There is a great deal of other elected officials that have just as much, if not more, influence over issues facing our country.

These officials make up the legislative and judicial branches to our government. There were some major politicians elected to these positions in the state of Pennsylvania that didn't receive the same level of hype as the presidential candidates, but will have just as much impact on our lives.

These officials will have many powers in their respective positions.

Through the powers of Congress, they have the major responsibility of creating laws. Article I of the Constitution states: "Congress shall have Power ... To make all Laws which shall be necessary and proper for carrying into Execution the foregoing Powers, and all other Powers vested by this Constitution in the Government of the United States, or in any Department or Officer thereof."

Under this duty, any senator or congressman can introduce a bill. They also have the heavy responsibility to vote on whether a bill should become a law, as described by Usgovinfo.about.com.

Congress members can also amend the constitution – granted in a long and difficult

process – create money, collect taxes, regulate international and domestic commerce, declare war and more. Sounds like a lot of things that impact every American.

Within congress, House.gov states there are 435 voting representatives in the House of Representatives, corresponding to the population in each of the 50 states.

The Senate is the upper and more limited legislative unit with only 100 members. Its exclusive ranks also make it the more powerful chamber in the legislative process. Not to mention, a senator's term is six years compared to two years for a representative's term. The vice president oversees the senators – disproving the myth that the vice president doesn't do anything.

Basically, these two selective groups that make up congress are the main vehicles of change and development in our country's laws. This is why we should pay close attention to who is elected to represent us.

The president has some role in the legislative process involving working with congress to suggest legislation and lobbying for laws to pass. He also must sign each law into power or exercise his ability to veto it.

However, the president cannot enact laws.

The influence the president does have over legislation is not significant enough to justify 'issue voting' – that is, voting for a president according to their opinions on laws regarding things like legalization of marijuana or gay marriage. Supporting representatives or senators that have the ability to actually create these types of laws would leave a bigger impact.

The presidency, of course, is a highly valuable office with duties regarding foreign policy, the military and enforcement of laws in the U.S. But the roles within Congress are valuable too and deserve a comparable level of attention during election season.

Now that these positions have been assigned for the 2012 elections, the most beneficial thing citizens can do is inform themselves on their representatives and their work. The Internet makes it easy to look up the elected officials and read about their policies. You can also easily look up the bills introduced in Congress, what action Congress members are taking on them, who is sponsoring them and more.

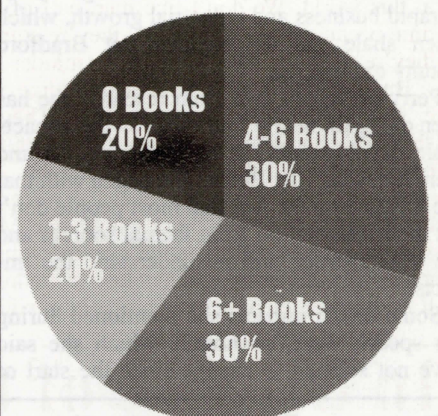
And if you don't like what an elected official is doing, contact their office. Make your voice be heard. After all, they're in that office to represent you. That's why their appointments deserve our full attention, even if they're without the glamour of the White House.

BEACON POLL

The Beacon poll is unscientific and does not claim to reflect the overall attitudes of students on the Wilkes campus. These poll results are based on 10 responses.

Last week's question:

How many books have you read in the past six months?



This week's question:

What is the best pizza in Wilkes-Barre?

- Januzzi's
- Frank's Pizza
- Angelo's
- Grotto Pizza
- Pronto Via
- Mr. Pizza
- Other

Cast your vote online at:
www.thewilkesbeacon.com

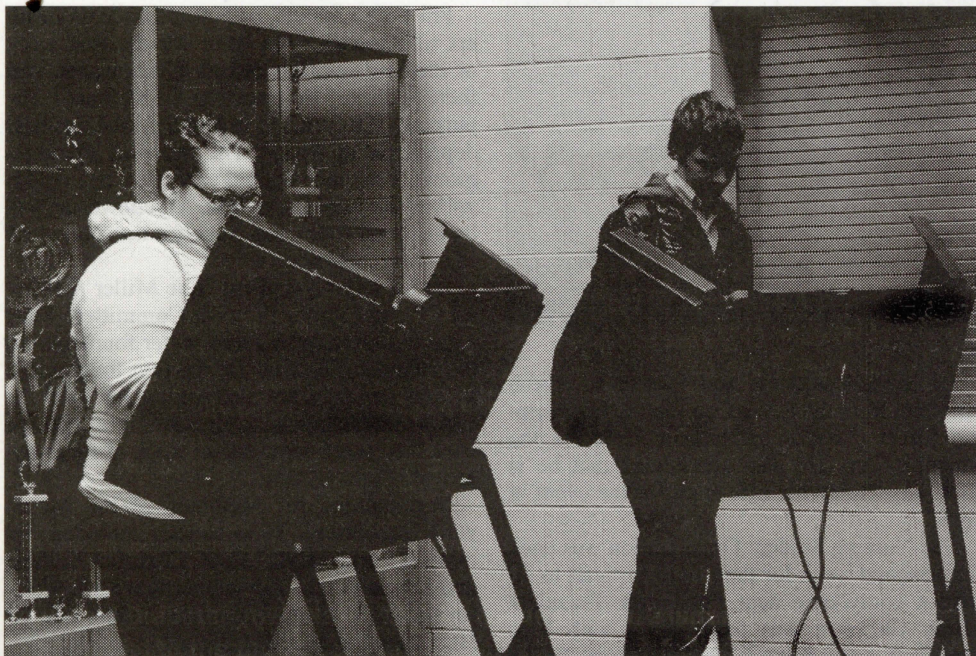
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The Beacon/Dan Lykens

On Election Day, there were important Congressional races on the ballot along with the highly publicized presidential race.

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Cat fights: Competition among women in the workplace

By Lyndsie Yamrus

Assistant Opinion Editor

As much as I hate to say it, woman might as well just accept the fact that we're living in a man's world. Not because men are stronger or smarter or more competent, but because women can't get along with each other long enough to make it to the top and join the boys.

Women are complex creatures. You might even substitute the words "crazy," "irrational" and "overcharged."

These are all acceptable adjectives because it's true: women are nuts. I will be the first to admit it. There are many reasons for which I say this, and I'm sure you can come up with a few examples on your own to support this claim.

In any case, it seems as though most women have created a lonely existence for themselves in this world. We don't like men half of the time because they're animals, they're stupid, they're selfish, they can't read our minds...

But the thing is, most women don't like other women either, for many reasons: They're "bitchy," obnoxious, too pretty, too smart, full of themselves ... the list goes on and on.

We hate on each other because we grew up in a world where there's only one Miss America. There's only one crown and winner takes all. Runner-up means close to nothing. It might even be a mental competition within



The Beacon/Laura Preby

Jealousy and intimidation often drive women to intense competition in and out of the workplace, even if it hinders business and decreases diversity.

us- but regardless, we sense danger and instinctually feel the urge to remain on top.

Threats come in every form imaginable; from clothes to looks to attitude to intelligence, though two categories in particular trump all: men and careers.

Our competition for male attention stems from desire. In the simplest of explanations, it often goes that if you have someone that I or the next girl wants, we're not really going to

like you.

It won't always be an intense, raging hatred, but there will be some degree of aversion, even if very mild.

It's a jealousy thing.

It has actually been studied and observed that many women particularly select attractive females and identify any negative aspects, as positive characteristics are threatening to one's self-image.

You are an intimidation. It's all superficial and it makes us look catty, but we're envious and we can't help it.

More importantly, this domineering competition has regrettably spread to the workplace. You'd think women would help each other out a little when it came down to it. A little diversity in the male-dominated workplace would do us all some good, right?

Definitely, but is it worth the risk?

Women are clearly underrepresented in business, which may be partially attributed to the fact that the women that are already on top are less inclined to welcome female newcomers into businesses.

According to a new Time business study, this is the case.

We again feel threatened. What if she has a better work ethic? What if she is more beneficial to the company than me?

Women most certainly do not want to take these risks.

We also don't want to look bad. If I hired someone who turns out to be completely incompetent or just down-right bad, all fingers point to me. We can't have that either.

This territorial attitude leads to the hiring of more men, which is fine, but come on girls. Let's not lurk in the shadows. Push fear out of the way and get up there with the guys.



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In defense of the Garden State: Representing NJ with attitude

By Carly Yamrus

Opinion Editor

When people ask where I'm from, I usually get the same responses from everyone. Somewhere along the lines of "That sucks."

I get the occasional "Uh-Oh" but mostly I get, "Jersey sucks," usually followed by some obscure claim and unflattering stereotype.

Like how Jersey drivers can't drive.

False. You're just driving. Every New Jersey driver knows the real rules of the road:

Speed limits are arbitrary.

Everyone knows that 65 means 90. As my sister says, "If you can't keep up, go home."

When crossing lanes, always make sure to do a "Jersey sweep," or in other words, cross from the left all the way to the right, or vice-versa, in one smooth motion. Make sure you cut off at least three people.

Turn signals are optional.

If you need to get to an exit, always cross over at the last second to cut off whoever is in front of you. Odds are they will honk at you, which you will respond to with your middle finger and you'll both be on your way.

New Jersey has what we call "the traffic circle." People hate traffic circles. Traffic circles, sometimes called roundabouts, are exactly what they sound like: a circular intersection. They usually have four exits on the top, bottom, left and right sides. Cars entering the roundabout have the right of way. Apparently it is too hard for some to handle.

We get a lot of grief for our "jughandles"

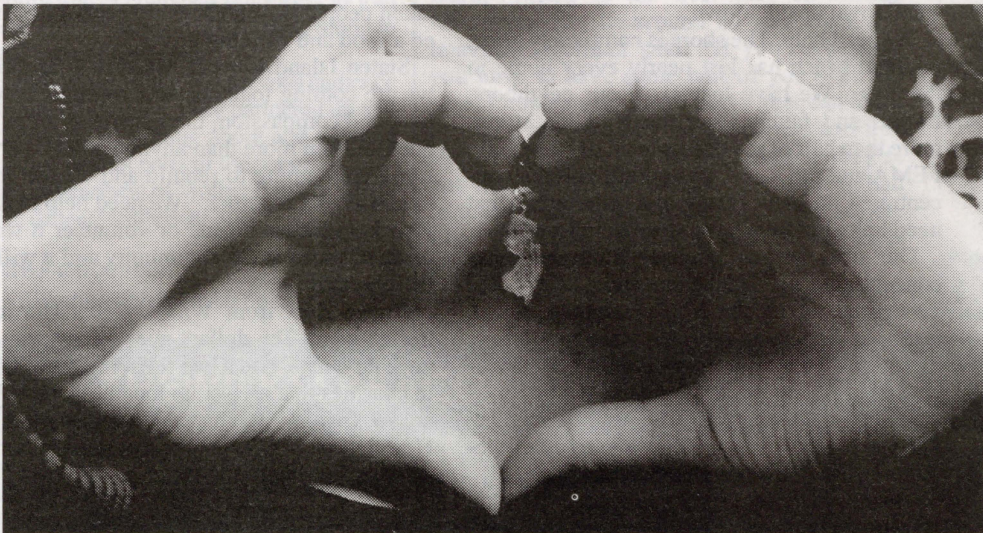
too. A jughandle is a type of exit ramp used in place of a left turn. Instead of making a left, drivers simply go straight and then bear right into a large loop that dumps them off in the direction that they were heading- left. "But why not just go left?" With the placement of said jughandle, now the driver does not have to risk death crossing oncoming traffic. Wow. Brilliant. We know.

Also, we do not pump our own gas. Not because we are lazy or stupid. This is because we're simply too cool for that kind of non-

sense.

OK, this next one is important. If you come to New Jersey and order a sandwich, you are ordering a sub. Not a hoagie. What the hell is a hoagie? It's a SUBmarine sandwich. It makes logical sense. Also, it is not Taylor ham, it is porkroll. And it is our unofficial state meat. You wish you had a state meat. But you don't, so you should call it what it is and that's not Taylor Ham.

People ask me why New Jerseyans have an excessive amount of pride for their home state.



The Beacon/Laura Preby

Despite popular belief that New Jersey is the worst place in the world, there is more to the state than pollution, crime and bad drivers.

Well at least we have pride for something ... I have never heard anyone express any love for the state of Pennsylvania.

Haters gonna hate.

I love when people from out-of-state tell me that Jersey is filled with trash. I'm not sure if they're referring to trashy people or straight garbage but I'm assuming it's both.

Let me just say that the only place in New Jersey that smells bad is in the upper portion near New York City where there are many refineries and chemical plants. Were busy making the rest of the country pharmaceuticals, chemical products, and tomatoes. Knock it off.

That's less than 5 percent of the state. Otherwise, we smell like pine trees and salt water and perfection.

As for the trashy people ... well, we can thank MTV's "Jersey Shore" for that because the real New Jersey is fine, fierce and fabulous. YOU can leave.

There's a stereotype that New Jersey people are rude. Get out of my face.

People often tell me that New Jersey has disgusting, fake beaches. Then when summer rolls around they ask me if they can stay with me so they can go to those same disgusting, fake beaches. Spare me.

Welcome to New Jersey: We don't like you either.



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Food critic: In search of the perfect gyro, Part 3

Gyros from 'Gyro King' on Public Square are mediocre and do not deserve the crown

By Nicholas Wesley
Correspondent

My latest quest to find the most delicious, juicy meat kabob creation led me to a likely spot on the square known as the Gyro King. Like most kings, this title was self appointed, this was not the president of gyros, chosen by the lamb and beef college, nor was it worthy of such title. This king has led us astray.

This is what I call a mass market gyro place. Located on the southern corner of the Square is this hole in the wall.

Quaintly decorated with sticky notes from loyal fans praising the king and one 8.5 inch by 11 inch sheet saying merely, "Chicken/lamb, \$6.75 reg. \$7.75 king." Obviously not a very diversified menu, but hey, there's nothing wrong with specialization.

Barely the size of my Jerry Brown bedroom sits a spit, roasting a pre-packaged, beef, lamb and filler meat chunk. Sitting next to it was a plastic box. The sole employee of this place would shave the meat, set it in this box and wait for someone to order, then he would shuck it into an electric skillet, probably purchase at your local Wal-Mart.

To his credit, he did not let the concoction

overcook on the spit, a plus in my book.

I quizzed him for a bit about the origins of the hunk of meat cooking behind him, the origins of his Tzatziki sauce, was it home made, where he gets his produce.

This was probably one of the most awkward experiences in my travels here in Wilkes-Barre.

This 29-year-old townie was obviously not the king, but merely a serf, and as any good servant to the royal court, was not trying to slip up and make trouble for his boss.

I was clearly making him extremely nervous, being possibly the only customer who has ever asked the origins of his tomatoes besides possibly the health inspector, whom the king answers directly to.

So behind the extreme anxiety I was causing came these truths, they have a supplier, whom the king orders meat logs, and Tahiti sauce. The veggies, lettuce, tomato and onion come from a similar supplier. So nothing special about this dish, really just you're run of the mill gyro.

Once I finished my law-and-order styled interrogation things got more relaxed. Then I got my dish.

I must say it did smell great. I was not super disappointed. It was not anything special though, just to make that ultra clear. It tasted

like it should, had a toasted pita, sauce, tomato's lettuce onion.

I have absolutely had worse. But going as far as to call yourself the king, well you need a bit of an ego to do that. But how many kings are modest? It did fill me up and the portions were nice. Not unpleasant, but nothing special, did I say that already?

To put it in perspective, the SUB makes a comparable gyro to the king. Just to beat a horse while he's down I will reiterate, NOTHING SPECIAL.

The one thing I feel about the king, his peasants are making him a rich man. This place has basically one choice of dish in all of 100 square feet (that's tiny).

They definitely had a steady stream of customers throwing their hard-earned cash on a dish that cost about \$1.75 if even to produce.

Maybe one day a revolt will happen and an emperor will be dubbed to save these people from mediocrity, but to quote Mel Brooks, "It's good to be the king."



The Beacon/Austin Loukas
Gyro King on Public Square pumps out meat and pita creations from their closet-sized store.

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America's small town Staten Island forgotten in wake of storm

By Joseph Pugliese
Staff Writer

When someone say New York City, what do you think of? Maybe it's Manhattan, the concrete jungle that contains Wall Street, Times Square and Broadway? Maybe it's Brooklyn, the cultured melting pot that produces great food and diversity. How about the Bronx and the Yankees and 27 World Series? Maybe Queens, the amazing Mets, home of the World's Fair Globe and known for that scene from Men in Black. But I bet Staten Island didn't cross your mind. Staten Island doesn't have any skyscrapers, pro sports teams or worldwide events that happen. Staten Island is a place all of its own; so close to the place everyone thinks of when you say NYC, yet in a separate world all together.

Staten Island has no yellow cabs, no mass amounts of people walking the streets in big crowds, no streets lined with dirty water dog carts or street vendors selling knock-off Coach Bags and Ray Band glasses.

What makes Staten Island great is not flash or fame or fortune, it's not what people can see just by looking at it. It's something you have to live; something you have to experience. It's the little things, it's Lee's Tavern with some of the best cracker-thin crust pizza and fried calamari in the world, and yet its located under a train station with no sign calling to people, only visible to those who already know where it is. It's going to one friend's house as his mother cooks perogies or another as they cook special meatballs with a secret family recipe. Staten Island is playing

ball with your friends anywhere you can find a school yard or an open field- basketball, baseball or football. It's washing your car in your drive way while your neighbor does the same thing. Staten Island is the image of suburbs mixed with small towns, an ideal picture of America. Houses of every style and era line the streets and parks give a small country feel when you walk through them.

On Monday Oct 29, Staten Island changed. We no longer are content with being forgotten and ignored, we no longer could live on our own like almost all the 470,000 people living in a 50-square-mile area were content with doing. Hurricane Sandy came and turned our small town upside-down.

We need help. The shore is completely gone, midland beach has lost nearly every home in the area. We have lost 21 of our neighbors, friends and family as a result of the storm, more than half of the deaths in all of New York. FEMA and the Red Cross until this week concentrated on New Jersey and other areas that need help, but they have close to ignored us.

Our own Mayor Michael Bloomberg has concentrated on Manhattan and Queens and even tried to run the NYC marathon, which starts in Staten Island, also a place where there are no more homes. Numb to what was really going on until immense public pressure changed the mayor's mind. Intermediate School 2 Egbert was used as a morgue as victims were found among the wreckage.

The baseball fields that I played on as a kid in south beach are covered in sand that used to be the beach. Great Kills harbor and pier, where me and my friends fish, is now a graveyard for boats that the storm surge carried off

their docks and stands and parked them in people's houses and yards. Restaurants like Puglia's by the Sea and Cole's Dockside are no longer standing and may never come back.

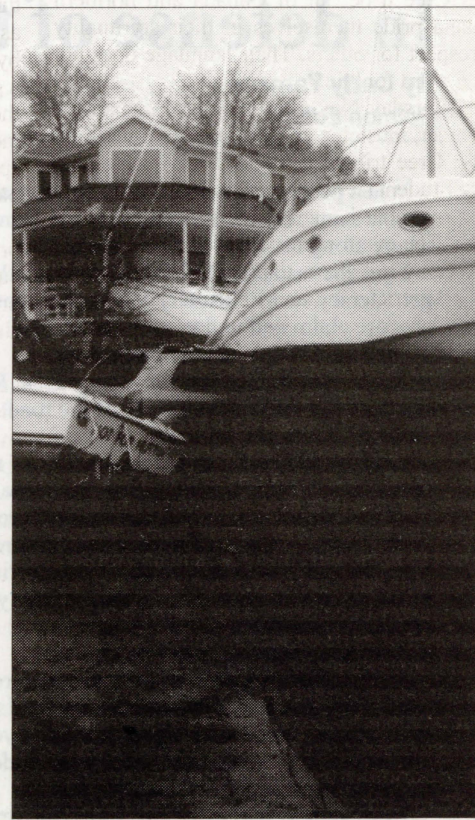
A big portion of the island is still without power, warmth and shelter. We need help, the help of our friends in all communities, man power is most needed we need people to help clean up and help us rebuild.

Yet in all of this destruction that I never thought I would see there is hope. I have never been so proud to carry Staten Island as a part of me. The people have come together and are working around the clock to help anyone and everyone they possibly can. Neighbors have taken people in; almost every school has started a food and clothing drive.

Staten Island is what America is all about, we are coming together as a community with love and compassion, the generosity of everyone has been more than anyone could ever ask for. We are going to rebuild and we are going to come back together. We need help to do it, your help please donate or volunteer it would mean so much to the community and it will not be forgotten.

Buy a shirt from Wilkes Cares Hurricane Relief event. Ten dollars goes a long way and pays for a meal and a bed for someone. Donate to charities that are set up locally like the Tunnel to Towers Foundation for New York and New Jersey. Together we can rebuild America's biggest small town.

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The Beacon/Joseph Pugliese
A boat in Staten Island parked itself in a neighbor's yard after massive storm surges from Hurricane Sandy devastated the area.



The Beacon/Austin Loukas

Frank LittleBear performed traditional music and dance from his Cree tribe heritage in the SUB last week as part of Native American Indian month.

LittleBear's big message

By Jennifer Villa
Correspondent

The Native Americans from the Northern Plains Cree tribe out of Canada and northern Montana pride themselves in their spirituality and respect for others. Their language does not have a word for "lie."

On Thursday, Nov. 8, Frank LittleBear, an artist, dancer, musician and lecturer from the First Nation Cree tribe, visited Wilkes University's Henry Student Center to perform in conjunction with November being Native American Indian Month. The event was sponsored by the Office of Diversity Initiatives to promote awareness of Native American Indian Month on campus.

"What I try to do within my program is broaden peoples' perspectives," LittleBear said. "I hope it gives them a better understanding that we're not just Nakota or Cherokee. There are so many different tribes and regions with great diversity among who and what we are as indigenous people."

During his visit at the university, LittleBear shared stories of his people's customs and beliefs, ancient legends, philosophies and historical lessons while dancing and playing tribal instruments, including drums and woodwind instruments.

"Every culture should have the opportunity to share the best quality and aspects of who they are," LittleBear said. "Learning about the his-

tory, and getting that out to the schools and into the community and public is how people can pay tribute to who these people are."

LittleBear's own passion for the art and culture of his people came out of an accident where, as a young child, he was blinded in his right eye by a BB gun. He was told that the incident was a gift or a blessing and he drew inspiration from the experience, expanding his knowledge of indigenous tribes and devotion to his ancestral spirituality in order to help create an educational platform for others.

Since then, LittleBear shot documentaries presented historical depictions of First Nation culture and now regularly performs interactive presentations, like the one he did at Wilkes, to share his passion.

LittleBear explained that it is important for his audience to take part to truly understand his people's identity and encouraged onlookers to join in the festivities by dancing and hooting along to the excited calls of his people.

With a little reassurance, the nervous audience danced to the drumbeats. They partnered up and marched in a circle, turning about and yowling during certain pivotal parts of the song.

"It is to the heartbeat of Mother Earth to which the people dance," LittleBear said.

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Dark impulses in 'White Vespa'

By Bill Thomas
A&E Editor

While working on his latest book, "White Vespa," one specific memory stood out in the mind of author Kevin Oderman and helped shape one its central conflicts.

"When I was just a young person, there was a very handsome fellow in my circle of acquaintances who was kind of a sociopath," Oderman recalled. "I saw him trip a little kid in a store once, so that the kid fell face-first right into the linoleum. The kid's mother got after the kid for causing a scene and this boy that I knew, who tripped the kid, he was laughing about it. He was very pleased with himself."

Oderman, who is also one of the faculty members for Wilkes University's graduate Creative Writing program, said that the described incident not only stayed with him ever since, but also spurred the creation of "White Vespa."

The book, which comes out this week courtesy of on-campus publishing house Etruscan Press, tells the story of several American expatriates living on the Greek island of Symi, among them Myles, a photographer trying to work through the trauma of a lost child and failed marriage, and Anne, a barmaid whose bad blood with her brother, Paul, is coming to a boil.

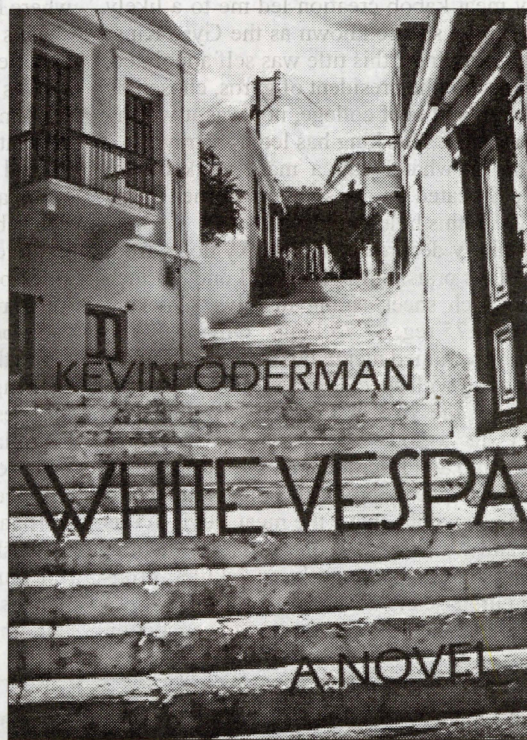
It is the latter tale of sibling strife that Oderman said has its roots in the memories of the "kind of" sociopath he knew in his youth.

"I could never get that out of my head," Oderman said. "That kind of person, what makes them tick? How do you deal with them if it's somebody you know, particularly if it's somebody in your family?"

In trying to answer those questions, the author had to tap into his own dark side.

"I had to come to some of what I call 'couch work,' which is the best part of writing where you just lie around on your back and imagine," Oderman said. "If you're writing, you have to have some part of you – in this case, I hope a very small part – that can identify with any one of your characters and find similar impulses in yourself, even if they're not necessarily acted-upon impulses. I had to understand this character from the inside. I had to identify with him, even though he is a bad guy."

Long-held memories and deep-seated impulses aren't all Oderman drew upon while



Courtesy of Starr Troup

writing "White Vespa," though. No stranger to the expat lifestyle, he has spent time living in Greece himself, as well as Asia and the Middle East, among other places.

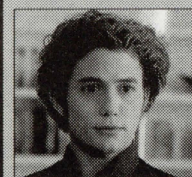
For "White Vespa," Oderman didn't set the action in Symi simply because of its exoticism or beauty (though he opines that it has plenty of both). More than that, he explained, the ancient, crumbling state of Symi's Neoclassical architecture reflects the lives of the novel's damaged protagonists.

"I'm using (Symi) for its metaphorical resonance. I guess you could say it's a little bit like a character, but it's more that, in a way, it externalizes what would otherwise just be internal states in the characters," he said.

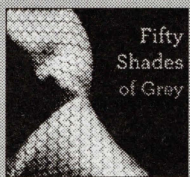
"Many, many of the buildings are in a somewhat falling-down state. I like that feeling of transience, where we walk around and look at buildings and it seems like they've always been that way, but of course everything is falling down sooner or later."

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FRONT ROW FILM SCHOOL
with Bill Thomas
Good actors in bad movies



THE BOOK REPORT
with Anne Yoskoski
"Fifty Shades of Grey," by E.L. James



THE GRAVEYARD SHTICK
with Jake Cochran
Who is The Governor?

Song, dance acts reign supreme at annual MSC talent show

By Sarah Guth
Correspondent

Zobadia Azad and Kyle Henry were the winners of this year's Multicultural Student Coalition Talent Show.

The Talent Show was held Thursday night, Nov. 8, in the Henry Student Union Building Ballroom. The Multicultural Student Coalition, which sponsors the event, participates in community service projects, ethnic celebrations, scholarly presentations and other activities that help to increase intercultural understanding.

This year's talent show, hosted by Jaleel Sterling and Cartier Scott, had 14 different acts that ranged from dancing to singing to baton-twirling to comedy.

There were also special appearances from the brothers from the Alpha Phi Alpha fraternity of University of Pittsburgh, who performed multiple different stepping routines.

"I was completely amazed by everyone's performance," said Samantha Volk, a junior psychology major. "It was a great show to watch. My friends and I had a great time."

The judges were all faculty members

and staff: Jamie Miller, Missy Howells, Dr. Barbara King, Phil Ruthkosky and Mark Allen. They judged every performance and then narrowed it down to the top five.

Third place went to Macey McGuire and Brandon Schmeer singing "Sweet Escape," by Gwen Stefani. After performing, McGuire, a sophomore communication studies major, said, "I love performing. I've been singing since I was 5 years old. I have such a passion for performing. It's my dream to go somewhere with it."

Second place went to Jaqueline Harrison, Alyssa Daniels, Joyce Eshun and Martinique Watson who performed a hip-hop dance routine.

But first place and \$300 prize went to Zobaida Azad and Kyle Henry who performed a hip-hop and traditional Indian-style dance.

"I am so excited that my partner and I won," Azad, a sophomore communication studies major, said. "We have been practicing for almost a month. It was well worth it."



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★ **Winners: Zobaida Azad and Kyle Henry**





Opposite page, clockwise from top: First place winners Zobaida Azad and Kyle Henry performed hip-hop and Indian-inspired dance, Ashton Zanecki sang Rihanna's "California King Bed," Brian Palmiter and Katie Cirone played Sixpence None the Richer's "Kiss Me" with accompaniment from Ryan Wood, Adam Bailey played guitar and sang Adele's "Rolling in the Deep"



This page, clockwise from top left: Victoria Yeselegive-Rudovitz twirled batons, Marissa Spryn sang Carrie Underwood's "Last Name," Rachel Gill performed an Irish step dance, Martina Barna played piano and sang Christina Perri's "Jar of Hearts, second place winners Macey McGuire sang Gwen Stefani's "Sweet Escape" while Brandon Schmeer played guitar



Photos by: The Beacon/Austin Loukas

THE 101

Every issue, A&E Editor Bill Thomas and Assistant A&E Editor Jake Cochran indulge their vanity and give a thoroughly biased crash-course in whatever madness happens to be dwelling in their warped minds. Their views do not reflect those of The Beacon, its staff or Wilkes University. Blah blah blah. This week, Bill Thomas is chronicling his collapsing psyche in this...

Diary of a 'Twilight' Virgin

By Bill Thomas
A&E Editor

The following are excerpts from the journal of Wilkes University student Bill Thomas, written prior to his interment in Willows County Mental Hospital. Perhaps they will provide some clue as to the origin of his descent into near-catatonic depression and dissociative schizophrenia:

(Fri., Nov. 9 - 9 p.m.) Everyone's been telling me how bad an idea it is to do an all-night, non-stop movie marathon of all the "Twilight" films, especially considering I've never seen any of them before, but it's too late now. The final movie in the franchise, "Breaking Dawn Part 2," comes out this week. With that in mind, I figured I'd open my mind a little and give these flicks a shot. How bad could they be?

(9:02 p.m.) I spoke too soon. Just minutes in, I feel a weight in the pit of my stomach. I don't think it's the pizza and wings I'm eating, either.

(9:08 p.m.) I feel a brief surge of excitement when the adorable Anna Kendrick, who impressed so much in "50/50," appeared. The thrill subsides when I realize her role is so insignificant as to barely warrant more than five minutes of screen-time. This movie is mocking me.

(10:16 p.m.) Edward just admitted to breaking into Bella's bedroom on a regular basis to watch her sleep without her knowledge or permission. Is that supposed to be romantic?

(11:42 p.m.) Maybe these movies aren't so bad after all. I'm watching the first sequel, "New Moon," now and the directing is already better. Bella's still ignorant, irritating and self-involved - I have no idea why everybody in these movies loves her so much - but Jacob is emerging as the first truly likeable, multidimensional character in

the whole series. On top of that, Edward has run off to who-knows-where, so that's a relief. Bella took it pretty hard, but maybe with her supernatural stalker gone she'll be able to grow up a little.

My spirits are lifting.

(11:56 p.m.) Oh yeah, I almost forgot this Jacob guy is a werewolf. What are the chances that Bella would just happen to move to the one small town in America that not only has both vampires and werewolves coming out of the woodwork, but vampires and werewolves that specifically are madly, inexplicably in love with her?

(Sat., Nov. 10 - 12:14 a.m.) "You've killed people," Bella says to Jacob, explaining why she can't be with him. Meanwhile, back in the first movie, Edward said "I've killed people," to which Bella responded "It doesn't matter." What a fickle bitch!

I've officially traded in my Proof of Manhood certificate for a Team Jacob membership card.

(1:34 a.m.) Watching the third movie, "Eclipse," now. Edward and Bella are not only back together, but talking about marriage. It's a lot of melodramatic "My life is meaningless without you" and "I would do anything for you" nonsense. It's the very definition of romance to the immature mind, but just a psychotic, obsessive, unhealthy relationship to everyone else.

(2:44 a.m.) The big, scary villainess the series has been building up for the past three movies just got defeated in about 12 seconds.

Her head fell off.

(4:05 a.m.) "Nice hat, Daggett." Watching "Breaking Dawn Part 1," that's the best insult my delirious mind manages to conjure up. I've been cracking jokes and throwing insults at the screen all night, but there's no character named "Daggett" whatsoever. I have no idea why I said that. I'm very tired and the lack of intellectual stimulation is causing my brain to devour itself.

(4:59 a.m.) Everyone loves Bella. Everyone wants to protect Bella. All the bad guys want to kill Bella. Bella is irresistible. Bella is special. No one's superpowers work on Bella. Now, Bella is proving herself a true miracle as the unwaveringly resilient mother of a seemingly unprecedented human/vampire hybrid child.

I hate Bella.

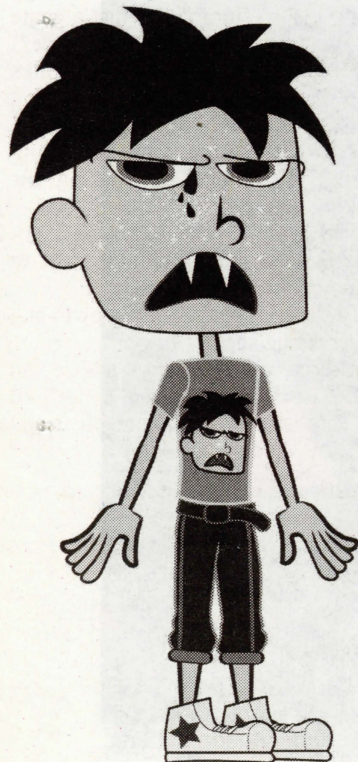
(5:35 a.m.) Ding-dong, the witch is dead! If nothing else, I give the "Twilight" series credit for having the balls to kill off its main character, an uncharacteristically daring and admirable twist.

(5:44 a.m.) Bella's alive?!? Just a second ago, she was dead as a third party politician's presidential ambitions. I was so happy. I was more than happy, I was free. Free. What a cop-out.

This isn't the way the world is supposed to work. This isn't the kind of fiction that is supposed to garner legions of fans, especially impressionable preteen girls. I don't know what to believe anymore. I don't know who I am anymore. Nothing makes sense.



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CHEAT SHEET

Sparkly Vampires & Shirtless Wolf-Men

Bella Swan

A moody teenage girl whose hobbies include sulking, obsessing over boys and believing the universe revolves solely around here.

Unfortunately, all evidence seems to indicate that it indeed does.

Edward Cullen

A 104-year-old geezer who still goes to high school and seems to have no qualms about romancing pre-legal teenage girls. Strangely, no one is creeped out by this, nor by the fact that he thinks "spider monkey" is a cute pet-name for the girls he's wooing.

Edward rarely opens his eyes and seems on the verge of crying in every other scene.

Oh, he's also a vampire.

Jacob Black

A perpetually shirtless and perpetually pissed-off Native American jeans model stuck in Bella's "friend zone," who occasionally turns into an ugly CGI wolf.

Unlike damn near every other character, he's unpretentious, well-adjusted and has a sense of humor. In fact, he actually smiles once in a while and displays such virtues as selflessness, humility, patience and self-awareness.

Naturally, he's doomed to be pushed aside in favor of brooding "bad boy" Edward. Because nice guys, even nice wolf-guys, do indeed finish last.

Charlie Swan

Bella's dad. You can tell, not because they look alike, but because they both are unwaveringly vacuous blank slates. It's not even until the fourth movie that Charlie (who everyone, including Bella, refers to by his first name) that he displays any identifiable human emotions.

His characterization seems limited to "has a mustache."

Victoria

Now, this is a vampire!

Introduced in the first movie, but largely inconsequential until the third (and then only barely not), Victoria is one of the "bad" vampires who has a very special hatred of Bella in particular.

Picture a feisty, sexy redhead seductress with the speed of a cheetah and an insatiable bloodlust. On top of that, she looks she'd be kinky in the sack.

Why the whole damn "Twilight" doesn't revolve around her baffles me.

The Volturi

A royal council of vampire lawmakers, The Volturi are the closest thing to truly compelling villains this franchise has to offer. And that's not saying much.

Essentially rejects from an Anne Rice novel - because "Twilight" scribe Stephanie Meyer hasn't stolen enough from Rice, right? - The Volturi are a bunch of fay, superpowered authoritarians who seem to have a distinct interest in the lives of Edward Cullen and Bella Swan, for little other reason than the plot demands it.

The lead Volturi is played by Michael Sheen, further cementing his apparent desire to kill off all artistic credibility his leading role in "Frost/Nixon" and his decade-plus as an acclaimed theater actor earned him.

Jasper Hale

For the most part an ancillary character, Jasper quickly became a personal favorite of mine as a hilarious embodiment of the foppish, blasé superficiality this franchise is so mired in, courtesy of his ridiculously stiff, stick-up-the-ass posture and wide-eyed, pursed-lip, Zoolander-esque facial expressions.

Ironically, not even this modest measure of unintended comedic brilliance could last, due to, of all things, legitimate character development.

Nov. 13, 2012

Contact editor: anne.yoskoski@wilkes.edu

Military friendly Wilkes celebrates Veterans Day

By Anne Yoskoski
Life Editor

As America celebrates Veterans Day, Wilkes is hosting a fundraiser event honoring veterans that are a part of the Wilkes community.

Mark Kaster, professor of environmental sciences and retired lieutenant colonel of the United States Air Force has helped Veterans Club President Alex Magee and club Secretary Cassandra Mignot plan the fundraiser in honor of those who have served the United States.

Magee, junior pre-pharmacy major, sergeant in the United States Marine Corps and president of the Veterans Council, described the Veterans Club as "a club for military and government service veterans and those who support them. We provide various services, networking and camaraderie to Wilkes University applicants, as well as those currently enrolled at Wilkes."

Nothing would be possible, however,

without a mentor. "Thanks to our club mentor, Mark Kaster, and our members, we have a great working knowledge of how to best resolve many of the issues that plague veterans," Magee said.

The goal of the fundraiser is for students to donate one dollar or more and to place the name of a family member or friend who served or is currently serving the military on a yellow ribbon. The yellow ribbon will be attached to a flag which will be placed on the greenway on Nov. 12 to show thanks and honor the veterans that have touched the lives of our students and faculty.

All donations will go toward creating and sending care packages to troops who have recently been deployed overseas.

Wilkes has been named a military friendly school for several years, and Magee would agree with the nomination.

"Wilkes University has shown their support of us by continuing to participate in the Yellow Ribbon Program, as well as getting several of the FYF classes directly involved with veter-

ans. Many of us have been in areas that are not friendly towards military members, so being a veteran who is part of the Wilkes community has been a very refreshing experience."

Wilkes has been surprisingly welcoming to veterans, in Magee's opinion.

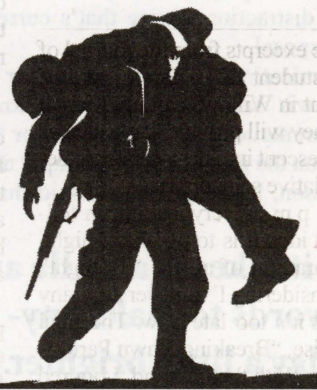
"I've been surprised on multiple occasions at the level of support that the students here show towards our veterans."

To support Wilkes' veterans and veterans all over the country, donations can be made to woundedwarriorproject.com or yellowribbonproject.com. Donations of goods can be dropped off at the local VA hospital in Wilkes-Barre.



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WOUNDED WARRIOR PROJECT

Courtesy of Stock Exchange

You don't have to be 'hardcore adventurous' to have fun

By Alyssa Stencavage
Assistant Life Editor

For someone who has been a ropes course facilitator for 13 years now, Adventure Education Coordinator Jill Price said she loves her new job.

"I love it," Price said. "Wilkes is a great place. The people are friendly and open, and the students are really fun."

Price said a lot of people have been asking her how she likes Wilkes University and her new job here, and she tells them it is a great fit for her.

"I've been in adventure education for a while in other states so to finally do it here in the area where I grew up is really meaningful," Price said.

Now, for those who love a good adventure or just simply being outdoors, the newest edition to the list of adventurous activities, there will be a five-part hiking series in the Spring, and Price said finding students who like to hike who will lead the series is a current goal of hers.

The hike will begin easy, but like anything else, will gradually get more challenging.

There will be some simple hikes to start that

will carry through for a while, and the last one will be a culmination of what was learned on the simple hikes and will also be a bit more challenging.

"Hopefully people will enjoy something about it—connecting with nature, just enjoying the outdoors or getting some exercise outside of the gym," Price said.

Price said she is trying to find people who enjoy being outdoors to start to connect them.

"I'm trying to find students who love adventures and outdoors and then picking their brains to see what we can do for the spring," Price said.

As for the activities that aren't so new, Skirmish Paintball is coming up on Nov. 17.

The climbing walls have been opened up for those who enjoy climbing, and the weekly bike rides still continue as well.

If you'd rather just go to the gym to play some basketball, run some laps or play a game with friends, open gym is on Mondays from 7-9 p.m., as has been the case for a while.

Those who work with Price and have gotten to know her think very highly of her and the work she's been doing.

"She is very, very ambitious and loves meeting new people," Student Development Activities Assistant Jamie Miller said. "She is full of

new ideas, and is extremely creative and goal driven - so whether you just want to rock climb for fun or you want to bring your class, club, or organization in for a leadership development ropes course, she will work with you to find, or design, a program that's right for you. She is really nice, and loves meeting new students, so pop in and say hello when you get a chance."

"Jill is a great addition to our staff; she has terrific energy and the perfect attitude for working in student development."

"learn by doing!" Sharon Castano, student development coordinator said.

Our new adventure education coordinator made it very clear that you don't have to be "outdoorsy" or "hardcore adventurous" to be a facilitator of a ropes course group; you just have to enjoy "purposeful play."

"The job of a facilitator is to guide the group from beginning to end and share in group dynamics," Price said.

Furthermore, she sees the opportunities we have open to us to enjoy the outdoors and connect with nature.

"We're in an area that has a ton of outdoor

opportunities that are easily accessible," Price said. "So why not make Wilkes the most fun, adventurous University you could go to?"

Price also said if you want to see results from any activity that you engage in, you have to be willing to give it your all.

"What you put in is what you get out," Price said. "You could play a thousand games under

the sun, but if you don't put the energy into it, it's just a game versus an experience."

Finally, Price thinks change is important, and that if a person wants to see something done, that person has

to start by taking action first.

"If you start to make a change, you'll notice everyone and everything around starts to change and get better too," Price said.

This is why she tries to promote growth and activity in everything she does.

Price has offered some important advice and insight into the world of adventure, so let's all think about what we can do for ourselves and for the university we belong to.



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November 11 is Veterans Day

Even though the day has passed, the entire month of November is Veterans Appreciation Month. Help Wilkes' veterans and their families and friends celebrate the day dedicated to honoring their tremendous service to their country. Donations can be made to the Wilkes Yellow Ribbon Project chapter from the Veterans Club, the Wounded Warrior Project and the Veterans Association. With more veterans coming home every day, the local VA hospital needs donations, volunteers and most of all friendship for the brave men and women returning home.

The man, the myth, the laugh: the life of Matt Gaines

By Jake Cochran
Staff Writer

Some people can move around without being detected or barely being noticed. These people can travel across a crowded room and a busy path without doing as much as picking their head up from their phone, iPod or whatever distracting device that's currently at their disposal.

Communications Studies Professor Dr. Loran Lewis said that he always knows when, Communications Studies Senior Matt Gaines is on the greenway for a simple undeniable reason, his laugh. Lewis said that he

“All it takes is a smile and kind words to make anyone's day a little brighter. And everyone has something to say at some point or another so I'll provide them with the ears to listen.”

- Matt Gaines
Communication Studies Major

can hear his laugh from his third floor office of Capin Hall as clear as a bell.

Gaines is clearly not one of these previously mentioned invisible people. When Gaines takes to the greenway, it is more easily likened to a promotional club appearance than a walk to class, filled with laughter and greetings from all sides.

One of the reasons Gaines seems to be such a man of the people would be his constant positive outlook on life and his ability to see the bigger picture to keep that perspective.

“Bad stuff is always going to happen, but much worse stuff is happening all over the world, just because you are a college student and you are a little flustered, overwhelmed because of a workload that doesn't really mean anything,” said the senior communications major.

Gaines went on to count his blessings and talk about how he sees his situation as extremely positive no matter whether or not the school work is piling up or he just a bad day, “There are people around the world that don't even have shoes on their feet, or food in their stomachs, people who are dying at young ages, so you have to think about how good you have it.”

Keeping on the point of how good he has it and just to reiterate how he has kept his perspective, Gaines spoke about how he just

wants to see the world as it is, “And I really do have it good: What it all comes down to is seeing the world for what it is and then looking in the mirror and appreciating what you have.”

Gaines also noted the simple things. Not to sound too poetic, he emphasized the importance of a smile and how little common courtesies have helped him build up a great amount of friends at the university and just throughout life in general.

“All it takes is a smile and kind words to make anyone's day a little brighter. And everyone has something to say at some point or another so I'll provide them with the ears to listen,” Gaines said.

With this simple idea, Gaines attributed that as the way he essentially knew everyone he came in contact with. The positivity that Gaines was emulating throughout the interview was astounding.

So to try to get a sense of how Gaines was like when he was in his natural environment his longtime roommate and friend Justin Franiak commented about what he is like when at home. “There is always laughter, there's always music playing, and he NEVER leaves the couch.”



The Beacon/Laura Preby

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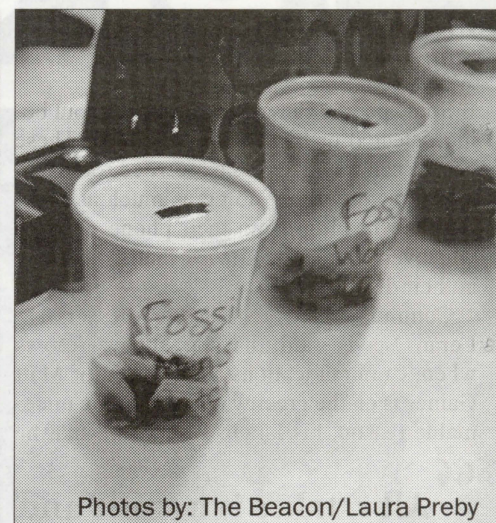
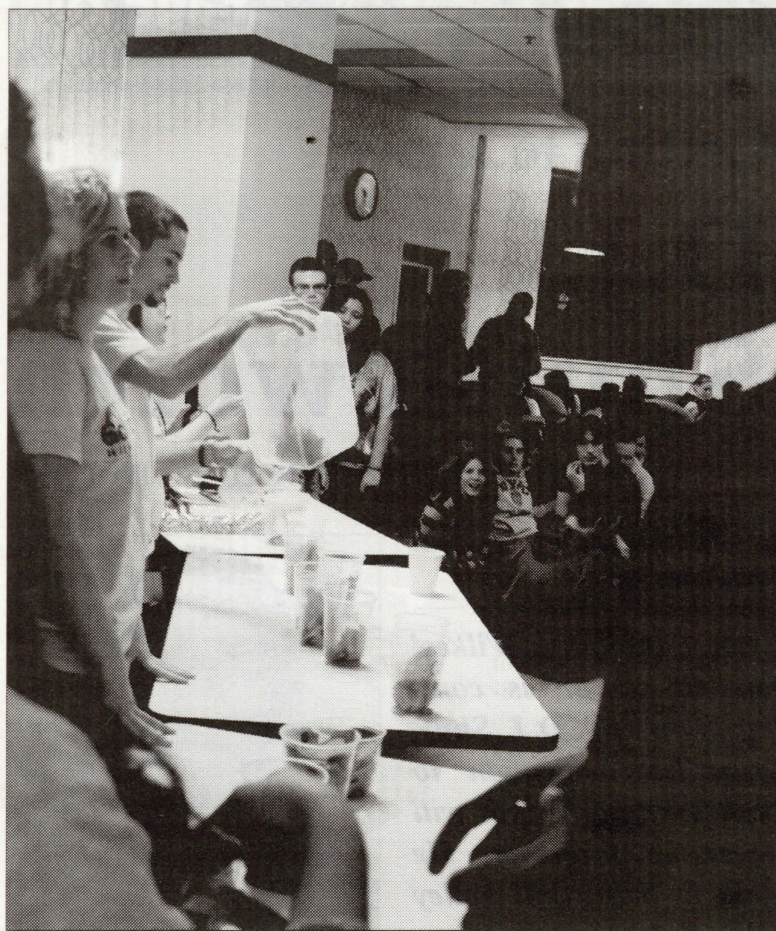
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Getting lucky at Casino Night: Students have fun, win prizes



Photos by: The Beacon/Laura Preby

Students participated in Casino Night by playing classic casino games such as blackjack, poker and roulette. Several prizes included Vera Bradley bags, a Tiffany and Co. necklace and an Xbox. Some of the bigger prizes were a 32-inch and a 42-inch flatscreen TV, a Macbook Pro and an iPad. Some other events occurring during Casino Week were Texas Hold'em night on Monday and bingo on Wednesday.

Council of clubs meets, reviews past year, plans future events

By Shawn Carey
Staff Writer

Once again, the Student Government held its usual Council of Clubs on Election Night, Nov. 6, during club hours.

Council of Clubs is a chance for club presidents to come meet with Student Government and discuss issues, events, or announcements that the club may have to share with the SG board. It also gives SG a chance to relay any news to the clubs.

"It is an opportunity for us through Student Development and Student Government to make announcements to all the clubs," Jamie Miller, Activities Assistant, said "It is an opportunity for club presidents to make announcements to all the other clubs."

Council of Clubs is usually held four times a year. One is held at the beginning and end of each semester.

Student Government President Kris Rivers said that about 30 clubs showed up to the meeting on Tuesday.

"Ideally we would like to have all clubs there, both that get SG funding and those that are SG budgeted," Rivers said. "We would like everyone there so that way everyone has a chance to hear about each other and a chance to interact with each other."

During the meeting topics discussed were the new GiveGab program, an introduction of

Jill Price, the new Adventure Education Coordinator, the new van policy, and also events and community service opportunities for clubs.

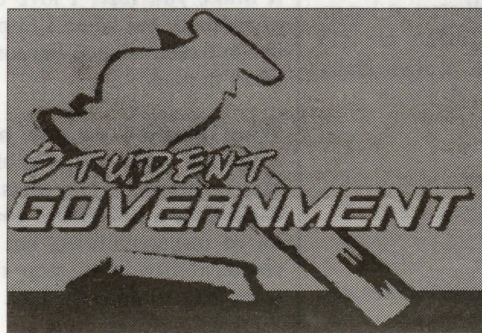
Also discussed in the meeting was how clubs can effectively report to Student Government and to have clear communication with the SG board.

Each semester, clubs are supposed to give a report to SG. However, there was not much of a clear idea of what each party wanted.

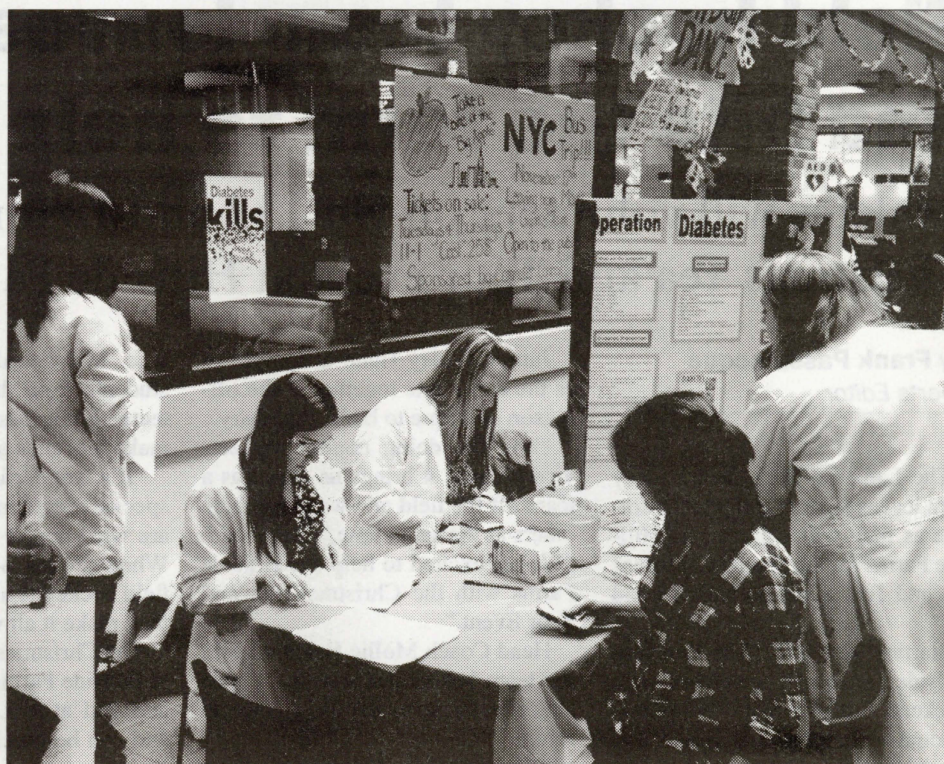
"For a long time that has been open ended, and give an idea of what there club has been doing throughout the semester," Miller said. "We are going to make it a little bit more structured so the clubs have a real idea of what the Student Government is looking for."



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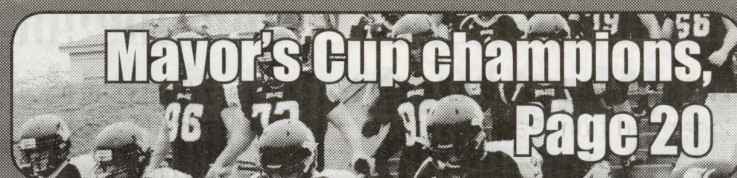
Beat diabetes through testing



The Beacon/Austin Loukas

November is national Diabetes Awareness Month. Students participated in diabetes testing thanks to the pharmacy and nursing students who tested students in the Henry student center. Diabetes is a disease that kills many but early testing and diabetes prevention steps, such as changing diet and exercise routines, can set treatment plans in motion early.

Nov. 13, 2012



Contact editor: frank.passalacqua@wilkes.edu



Courtesy of Mollie Reichard

Members of the women's field hockey team will be taking a volunteer trip to Hillside Farms in Shavertown. The athletes will participate in the Christmas Tea and Tour event.

Field hockey team leaves turf and hits the farm to help out

Athletes will volunteer on Nov. 17 and 18 for the Christmas Tea and Tour event at Hillside Farms

By Frank Passalacqua
Sports Editor

The Lady Colonels field hockey team leaves the turf and hits the cottage as they will volunteer at Hillside Farms for the annual Christmas Tea and Tour event on Nov. 17 and 18.

Starting at 1 p.m., The Lands at Hillside Farms will be celebrating a weekend full of events. Enjoy traditional decorations, live music, and special holiday desserts and beverages while the Wilkes University field hockey team helps put on this special event.

Not only does Hillside Farms benefit from the volunteer work, but the team grows from the opportunity as well.

Junior Ashley Hahn acknowledges the extra time together in the off-season as a time to build chemistry.

"We like doing community service because it brings us closer as a team off the field and we get to help others at the same time," Hahn said. "We are excited to help out Hillside Farms with the Christmas Tea and Tour Event."

Head Coach Mollie Reichard said the team has helped out in the past and was thankful for the chance to return.

"We spent three hours on the farm painting fences, walking the goats and touring the area on Aug. 25," Reichard said. "The girls on the team really enjoyed it."

Hillside Farms is no stranger to having people help around the cottage. Along with Wilkes, Kings Col-

lege, Misericordia, and other local students from the area have volunteered numerous times in the past to make the lands a better place.

"It's wonderful," said Guy Kroll, special events manager. "Volunteers are what makes Hillside Farms run. When groups of students, like the field hockey team, come out to help, they make it all work."

The Christmas Tea and Tour event at Hillside Farms will start at 1 p.m. and end at 4 p.m. Tickets are \$15 and can be purchased at their Dairy Store.



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Getting to know...

D.J. Shuttleworth

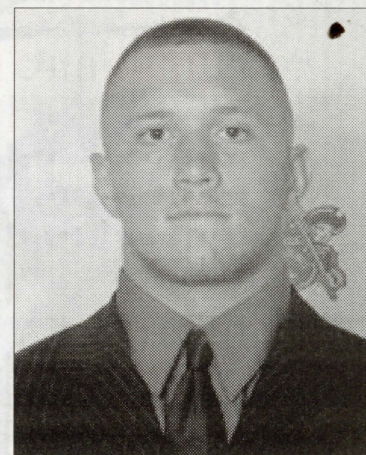
Junior football player

BY EVAN WILLEY
Staff Writer

Even though Wilkes' football season is coming to an end, D.J. Shuttleworth's dedication to his team and friends will never be forgotten. He went to Schuylkill Valley High School in Reading, Pa., where he excelled not only in football but in basketball and volleyball. D.J. is a junior accounting major who is not only praised for his athletic ability but how he holds his head high with a great attitude on the field and in the classroom. D.J. says he wouldn't be the man he is today without his family, but then Wilkes' football wouldn't be who they are without their Colonel, D.J.

When you play football how does it make you feel? I love the game of football, but when I'm playing it doesn't seem like it because I play like I'm mad.

What position do you play and what are your responsibilities at this position? I play outside linebacker. As a linebacker you have a lot of responsibilities, but my first responsibility is to stop the other team from running the ball.



Shuttleworth

What is your major and what are you looking to do with it? I'm an accounting major, and right now I'm not sure what I am going to do with it, but I've been most interested in forensic accounting.

What do you love most about Wilkes University? I love my teammates and the people that go to Wilkes. I also enjoyed the greenway, before the new building was put there.

When playing football, what is your most memorable moment? I have two memorable moments. First, I was a sophomore and had a breakout game against a great team and made the front page of the paper. Second, when my best friend Dylan Mohring broke his elbow my senior year of high school, I wore his number the next game because his season was over. I told him when I score it was for him and on my first carry I scored.

See Shuttleworth, Page 17

Shuttleworth

Continued from Page 16

What motivates you to keep playing and do well in school? My family really motivates me because, without them, I would not be any where I am right now. Also, Coach Sheptock motivates me to become the best man, student, and football player I can be.

Who do you idolize most in football/life? I actually idolize my younger brother in football, Edward. He is only 16 and a sophomore in high school, but the dedication he has and the way he plays is just incredible. In life, I idolize both my parents. My dad has always been really strict with me, but being older I

realize how good it was for me to have a great man like him in my life. My mom is the most amazing person in the world. She has always been there for me and I don't know what I would do without her. I would be lost.

If you could choose one word to describe yourself what would it be and why? One word to describe me would be "hardworking." No matter where I am at with any aspect of life, I'm always trying to improve myself.

Before a big game what do you eat to get yourself ready? Before every game, I actually barely eat. I usually get really nervous, but I usually get a bagel and right before the game I will have half of it.

What is your greatest strength? My great-

est strength, I've been told, is my personality. People usually come to me for advice and like to hangout with me because I can make them laugh and always have a good time.

Do you have any special rituals you do before every game, if so what? I say a prayer in the locker room holding my chain with a cross on it and a dog tag saying "I will always be my brother's keeper."

Would you rather be liked or feared? On the field, feared. Life, liked.

Where do you see yourself in five years? In five years, I honestly don't know. I'm more of a "go with the flow" kind of guy.

Do you have any lucky charms? I feel like my

family is my lucky charm. They never miss a game unless my brother and I have a game on the same day, then one comes to mine and the other goes to my brother's.

What are your other hobbies when you're not playing football? When I'm not playing football, I'm usually working out, playing basketball or volleyball. During summer I'm always outside, have to love the outdoors.

What is your biggest goal in life? My biggest goal in life is that at the end when my wife, kids, all my other family members, friends, and people that just know me, come and can say, he was the best man I ever knew.



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This contest is open to all Wilkes undergraduate students who have studied or are currently studying abroad, Wilkes international graduate and undergraduate students currently studying abroad in the U.S., Wilkes faculty, graduate students and staff with any international travel experience. Faculty and student essays will be assessed separately.

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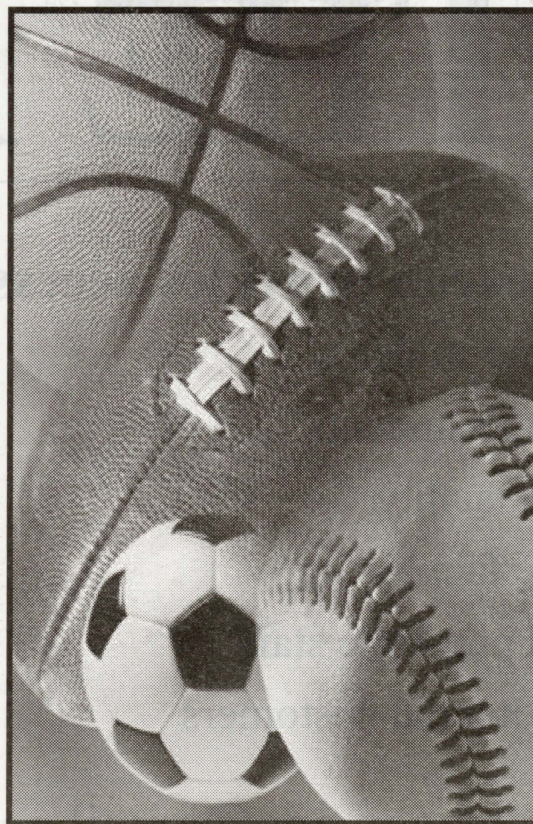
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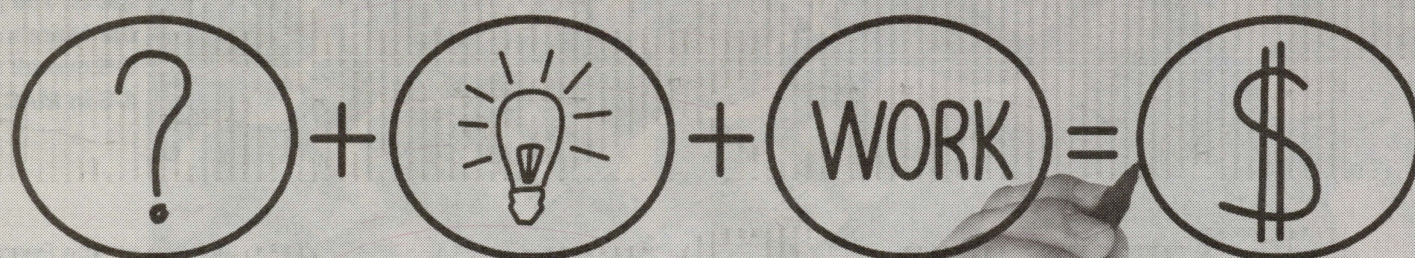
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Wilkes claims Mayor's Cup from King's claws



The Wilkes football team captured the Mayor's Cup for the third year in a row with a 44-32 win over King's College. The 17th annual Mayor's Cup game served as a Middle Atlantic Conference victory against next-door rival, King's. The game took place on Saturday, Nov. 10, which was also Senior Day for football athletes. It was held at Wilkes' very own Schmidt Stadium. Both teams set a new record with the cumulative points scored on both sides reaching 76, which is the most points scored for any Mayor's Cup game. The game closed out the team's season with a 5-5 overall standing and 4-5 in MAC play.

The Beacon/Bryan Calabro

Cross country team competes at NCAA Regional



Photos By: The Beacon/Austin Loukas

The men's and women's cross country teams finished their seasons by competing at Dickinson College for NCAA Regionals on Saturday, Nov. 10. The women placed 46th out of 49 teams and the men finished 37th out of 49. Left, Rachel Constant finished with a 6k time of 28:51. Right, Jordan Siddons came in first for the Wilkes men with a time of 29:12 in the 8k.