

THE BEACON

Oct 29 2013

The news of today reported by the journalists of tomorrow.

Volume 67 Issue (

Bad luck in store for Kirby Hall overnight observation

Two Beacon editors spend the night in the supposedly haunted Kirby Hall, full account on pages 9-10

2 | NEWS



October 29, 2013 Contact editor: christine.lee@wilkes.edu

Academic use possibility for vacated areas of campus

By Christine Lee

News Editor

Editor's Note:

This article is part of a series of stories focusing on the issue of space on campus.

The recent moving of several departments has created issues with several key spaces on campus regarding use of space for the vacated spaces.

In the past year, the central administration has moved its offices from the University Center on Main Street to Weckesser Hall and labs and faculty in the departments of biology, chemistry and earth and environmental sciences and environmental engineering have moved from Stark Learning Center into the Cohen Science Center.

Vice President of Finance and General Counsel Loren Prescott, who is in charge of campus master planning, explained that while no decisions have been made about the long-term future of the two spaces, there have been studies and discussions on moving one of the academic departments or schools into the space.

Most the discussions and studies have been focused on moving the Sidhu School of Business and Leadership into the empty part of UCOM. The offices of institutional research, grants and risk and compliance are currently occupying that space.

"The thinking in the business school and within the President's cabinet is that the business school is a logical and possible choice because it would have a public face on South Main street and it probably benefits from that kind of visibility on Main Street in downtown Wilkes-Barre." Prescott said.

Despite the focus on the Sidhu School moving into the UCOM, Prescott has not ruled out the possibility of another administrative unit being moved into that area in UCOM. Dean of the Sidhu School Jeffrey Alves said the possibility of moving to UCOM presents the school a variety of different possibilities.

"We would be able to very comfortably fit all of our faculty and staff in the building plus add six or seven new classrooms. Being right on Main Street gives us a kind of visibility



The Beacon/David Lee

Faculty in the School of Nursing will move to the second floor of Stark Learning Center next year. That space was recently vacated by the department of chemistry.

that we don't have here on the main campus," Alves said. "And for a school like a business school that tends to be looking outward and not requiring a lot of labs and so forth that's a very logical place to see the beginning of a campus."

Alves added that the move to UCOM would also present an opportunity to create a financial trading room like the one on Wall Street. He said the school has also looked at moving to other buildings on campus, however he said they aren't as adaptable as UCOM is for the school's needs.

As for the recently-vacated parts of Stark, Prescott said there are no plans to use that space but he mentioned the idea of that part of Stark being torn down.

"There are some references in the current campus master plan to the idea of capturing more space for the greenway by pulling that part of the Stark Learning Center down," Prescott said.

Prescott explained Sasaki and Associates, the master planning architects, helped the committee think about the idea of taking down the recently-vacated area of Stark. He said this part of Stark is the oldest part of the building and the most expensive to renovate due the way it was designed in the late 1950's.

"At some point if you decide you need that space it still might be cheaper to build new as opposed to do a renovation," Prescott said. "I

don't know whether that's true because we didn't study that but there were some concerns that people expressed given how old that part of the building is."

Prescott said the strategic planning committee did discuss plans for that part of Stark in 2012 and decided that since there were too many unknown elements of that part of the building, President Patrick Leahy decided to not make any plans to that part of the building for five years.

However, Prescott said while there haven't been any firm decisions made on that part of Stark, it doesn't mean the committee doesn't want to take advantage of the available space and make plans for it. One of those definitive plans is to move the rest of the School of Nursing into an entire area on the second floor of Stark, which will move all faculty in the School of Nursing from Pearsall Hall.

Associate Dean of the School of Nursing Mary Ann Merrigan said the renovations will include putting faculty offices and conference rooms. Future plans include adding a large and small classroom.

"Our ultimate hope is that the School of Nursing will be under one roof and will have both faculty offices, the simulation center in the basement then eventually the classrooms as well. The one classroom for our traditional program and the other, smaller, one for our accelerated program," Merrigan said.

However, the rest of the empty parts of Stark will be used as "swing space," or temporary space. Prescott anticipates that will be what the other recently-vacated parts of Stark will be used for, but said he isn't sure whether and to what extent it will be needed for future projects. There have been no plans or decisions made on that space to be used for any administrative or academic purposes.

Although there have been discussions and plans made for the Sidhu School and the School of Nursing, Prescott won't rule out the possibility of other academic programs being given more space on campus.

"It's entirely possible that more work could be done in studying other academic programs that need new and more space in order to continue to pursue their strategic plans," Prescott said.



THE BEACON

Editorial Staff 2013-14

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

PHONE: (570) 408-5903 WEBSITE: thewilkesbeacon.com Editor-in-Chief: Jake Cochran Managing Editor: Anne Yoskoski Design Editor: Paul Kaspriskie Online Editor: Shawn Carey News Editor: Christine Lee L&A&E Editor: Alyssa Stencavage Opinion Editor: Carly Yamrus Sports Editor: Frank Passalacqua

Adviser: Loran Lewis

Assistant News Editor: Nicole Zukowski Assistant L&A&E Editor: Ashley Evert Assistant Opinion Editor: Lyndsie Yamrus Assistant Sports Editor: Alex Fahnstock Assistant Online Editor: James Jaskolka

Liuzzo predicting increase in retail spending for 2013 holiday season

Business and economics professor predicting retail stores will do well during Christmas season

By Nicole Zukowski

Assistant News Editor

Business and economics professor and director of Arizona Business Programs Anthony Liuzzo has released his holiday retail sales forecast for 2013.

year, predicts a short shopping with decreasing consumer confidence to impact sales. The desire is there in conspend money but different factors influence how consumers shop.



Luizzo

Liuzzo is foreseeing an increase of 3.2 percent in holiday retail spending for the current year which is a minor spike compared to last season of three percent. Many economic uncertainties still remain.

"You have to take in account the inflation factor along with people just buying things during the holiday season to buy and not necessarily for someone else," Liuzzo said.

This year's shopping season is shorter then years past. Thanksgiving is on Nov. 28 and Christmas landing on a Wednesday, the shopping season is only 26 days long. In compari-

The Beacon/Archives

Business and economics professor Anthony Liuzzo is predicting an increased of 3.2 percent in holiday retail spending this year for his annual holiday retail spending forecast.

son to last year this, 2013 season is eight days shorter.

PIZZA

This shorter season will not greatly affect the sales because "holiday shopping does not really start until early to late December," Liuzzo said.

Along with a sales outlook, Liuzzo also includes his predictions of the big sellers of the holiday season. Just as society is becoming more hi-tech so is retail inventory. Hi-tech products are foretold to be the big seller this season.

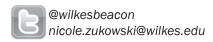
In Liuzzo's forecast he also discusses online sales, use of gift cards this holiday season, and major retailers. He shows that discount stores, such as Wal-mart, Costco and Target will do well this year.

Liuzzo has been producing his holiday retail sales forecast, which tracks shopping trends and buyer behavior, for more than 20 years.

"I started because the Wilkes Marketing Communications ask me to do a forecast for some local papers on the holiday retail sales ,so I did and got it right," Liuzzo said. "So I started expanding my research and kept doing my prediction year after year."

Liuzzo's annual analysis of holiday retail sales have been published in hundreds of newspapers and magazines such as the New York Times, Los Angeles Times, Chicago Tribune, Christian Science Monitor, and New York Newsday.

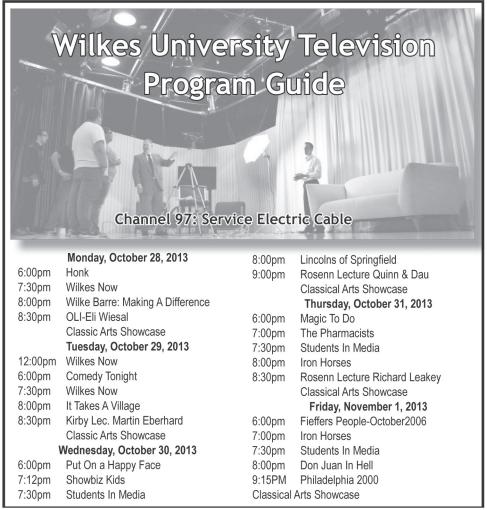
On several instances Liuzzo appeared on national radio and local television, along with being the subject of feature stories on CNN.





The Beacon/Archives

For this year's holiday retail sales forecast, Liuzzo said while the economy is strong, department stores such as the ones pictured (especially regional ones) have not performed well in recent years. However, discounters such as Target and Wal-Mart have done extremely well. He notes that sales of technology products continue to be high and expects major sellers during this year's holiday season to be computer tablets such as the iPad and smartphones and game consules such as PlayStation and Xbox consules.



PBEACON

News of Today Reported By the Journalists of Tomorrow



Stay in touch with what's happening on campus at www.thewilkesbeacon.com

News updates • videos • calendar



Check out these new features

- exclusive columns, blogs
- · Twitter updates, alerts
- photo galleries
- video stories

Student Government Meeting Notes

Plans to survey students | Casino night approved

By Nick Durdan

Staff Writer

Students can potentially benefit from new expanded survey possibilities thanks to a proposed Student Government request.

In order to keep up with the increased student population, and diminish non-response bias with the current survey system, Student Government President Ian Foley has proposed a request to increase student feedback with school surveys.

The request is to acquire two iPads, and have two Student Government representatives go to the various residence halls on campus and physically survey students living there.

"We need to get increased feedback for school surveys," Foley said. "This way instead of an email survey, we can physically get feedback from the students."

There is an upcoming smoking feedback survey, and Foley hopes to have his request implemented by then.

Casino Week had a slight increase in projected costs from its previous budget proposal. The previous projected costs at \$11,339 had increased to \$11,604. Student Government Treasurer Anthony Fanucci added \$200

for Ticketmaster gift cards, and the Broadway prize was added to \$260. Student Government also decided to order less pizza in order to prevent waste.

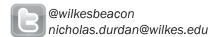
"We ordered the more Ticketmaster gift cards because of the high demand for them," Fanucci said.

Even with the increased cost the budget is still over \$100 less than the previously lowest priced Casino Night. The budget passed with a vote of 35-0-5.

The presented budget report is as follows: All College: \$7,844.11, Conference: \$2,750, Spirit: \$1,485, Overall: \$8,530, giving Student Government a total of: \$20,609.45.

In committee reports, the Operations committee is in the process of turning Ross, Doane and Slocum halls completely wireless. The IT committee is rebuilding the Wilkes website from the ground up and the High School Leadership committee is planning their camping trip.

Student Government meets at 6 p.m. every Wednesday in the Miller Room in the Student Union Building.



Casino night approved with few small revisions

By Sara Davis

Staff Writer

Student Government discussed and approved changes that were made to the Casino Week prize list at its Oct. 23 meeting.

Each year, SG attempts to improve its prize list by listing to the feedback they receives from the students.

This year's list includes items such as food gift cards, Coach purses, designer merchandise and various electronic items.

The original changes included an additional Ticket Master gift card, pizza gift cards reduced back down to \$200 and two New-York City bus passes that include two Broadway tickets to attend the show "Phantom of the Opera."

With these changes being made, the budget totaled \$11,554. The budget passed with a vote of 35-0-5.

Sophomore class Vice President Michael Warkala proposed that the value of the gift cards be increased due to the expensive ticket prices.

"I think it would be better if the values

were increased to \$100 each because the ticket prices are so expensive and you are most likely going to get what you want with \$100," Warkala said.

SG Treasurer Anthony Fanucci accepted this idea and made the changes to the prize list, making the tickets each have a value of \$100. These changes made the new budget total \$11.604.

"We are still approximately \$150 under the budget of the cheapest casino night we have had in a while," Fanucci said.

After a discussion, the SG approved the request.

Overall, the Student Government expects to have a good turnout this year, basing many of the prizes off of the responses they received last year.

Casino Week is open to all Wilkes students.



Beacon Briefs

Drs. Robert and Judy Gardner Educational Forum Series Event

The topic of this forum event is teaching and living in Russia. Presenting will be Joan and Frank Yamrick, international business educators; and daughter, Bethany Yamrick, 2012 Wilkes University Alumna. The event will happen on November 5. at 4:30 to 6 P.M. in the Marts Center; room 214.

J. Michael Lennon Book Reading, Signing and Reception

On Nov. 5 author and biographer J. Michael Lennon will read from his book Norman Mailer: A Double Life. This event will take place at 7 P.M. in the Henry Student Center Ballroom. Books will be available for purchase. The book signing portion of the event will be immediately following the reception. The reception for Mr. Lennon will be in Kirby Hall. Parking will be available behind Henry Student Center.

Connecting The Dots

On Wednesday, Nov. 6 Wilkes will hold Connecting the Dots event. This is an alumni-student networking event at 6 p.m. in the Henry Student Center Ballroom. All students are allowed to attend.

Wilkes University Theatre Performance: The Seussical, The Musical

Starting on Nov. 8 at 8 P.M. Wilkes Theater presents Seussical, The Musical directed by Associate Dean and Associate Professor of performing arts Joseph Dawson. Show times are as follows, Nov. 8, 9, 15, 16 at 8 P.M. along with Nov. 10 and 17 at 2 P.M. The musical will be held in the Dorothy Dickson Darte Center on campus. General Admission is \$10.00, students and seniors cost \$5.00 a ticket while Wilkes University students, faculty and staff are free with Wilkes ID card.

This musical is written by Stephen Flaherty and Lynn Ahrens. The musical is about the Cat in the Hat telling the story of Horton, an elephant who discovers a speck of dust containing Whos, including Jojo, a child sent to military school for thinking too many "thinks." Horton's attention to the speck of dust and care of Mayzie LaBird's egg elicit taunts and accusations from the other animals except Gertrude McFuzz and Jojo, whose "thinks" save everyone in the end.

The Art of Jim Lennox and Chad W. Stanlov

The art of Chad W. Stanley is still in displace at the Sordoni Art Gallery. His art has been there since Oct. 29 and will be until Dec. 15. The art showing is titled Nine-O-One: Jim Lennox Sculpture and Paintings. This art showing teaches visual literacy. The Sordoni Art Gallery is located in the first floor of the

Stark Learning Center on campus. The Sordoni Art Gallery hours are noon to 4:30 P.M. Tuesday thru Sunday. The gallery is however closed during holidays and University breaks.

Departmental Trick or Treating

Departmental Trick or Treating is Oct. 29, 2013 at during club hours of 11 A.M. to 1 P.M. Each off in the Henry Student Center Lounge will be handing out treats to anyone that stops by for the Halloween fun event.

Theatre and Musical Theater Auditions

Auditions for the theatre and musical theatre programs are taking place on Saturday, Nov. 16, 2013. The auditions require a completed submitted form. The audition dates are as followed, November 16, 2013, Feb. 22, Mar. 15 and Apr. 5, 2014.

Scholarship awards are determined on a rolling basis; it is best to audition early. Acceptance or attendance to the University before your audition date is required.

Cyberbulling topic of latest educational forum

The Attorney General Office Trainer will be speaking at Wilkes as part of the Gardner Educational Forum Series. Jane Holter, a trainer in attorney general office will be speaking on cyberbullying as part of the series, in the topic Cyberbullying- A Crisis in Our Schools.

The event is at the Arnaud C. Marts Center in room 214 on Nov. 12, from 4:30-6 p.m. This

lecture is free and open to the public.

On the forum series Associate Professor of

education and series organizer Robert Gardner said, "Our philosophy is that not all learning takes place in the classroom, it should come from all sides."

The Gardners came to Wilkes in 2003. Their intention when arriving to Wilkes was to create an educational forum series for students.

Cyberbullying is defined according to the Pennsylvania Attorney General's office as "sending or posting harmful or cruel text or images using the Internet or other digital communication devices, including cell phones and personal digital assistants."

The Attorney General's office said cyber bullying can include sending cruel, vicious or threatening e-mails, creating websites that have stories, pictures and jokes ridiculing others, posting pictures of other students or kids online with derogatory phrases or questions attached to them, using someone else's e-mail to send vicious or incriminating e-mails to others and using instant messaging tools to harass others.

The event last March was canceled due to inclement weather. Local educators who attend this event can receive Act 48 credit for their participation or in any other events in the series.

-- Adam Lubas, Correspondent

6 FUN CORNER

Madam Calypso's Future predictions

Horoscopes for Oct. 29 week

ARIES (March 21- April 19) - The job market is tough, but you've hit your stride. Now that you're in demand, who will you choose as your future employer?

TAURUS (April 20- May 20) - Get it together, Taurus. Your group project is relying on you and it's not just your grades at stake here.

GEMINI (May 21- June 21)- Split between fun and disciplined, you've managed to become successful in both academic and social circles. Just be sure you don't let one side dominate your life at the wrong time.

CANCER (June 22- July 22)- Have some fun, gather some friends, and make some new memories. College is a time for fun, right?

LEO (July 23- August 22)- Besides sleeping 18 hours a day, you need to find a new hobby to occupy your time. Try going to class.

VIRGO (Aug 23- Sept 22) - It's time to put on a brave face and confront the person causing problems for you. You deserve some peace, and no one likes a bully. Just remember, you aren't being mean, you're being defensive.

LIBRA (Sept 23- Oct 22) -As you are gearing up for winter sports, don't let the nice fall atmosphere pass you by. Go for a jog or just hang out in the brisk air.

SCORPIO (Oct 23- Nov 21) - Round two. That same trouble maker is back again. You may have to team up with Virgo and put a self preservation plan in action.

SAGITTARIUS (Nov 22- Dec 21) - Someone around you is hurting. Take the time to comfort them, you never know how that person will pay back your kindness in the long run.

CAPRICORN (Dec 22- Jan 19) - Now that you've made a major change, ease into this new habitat. Old habits die hard, and this will take some adjusting.

AQUARIUS (Jan 20- Feb 18) - Take care of yourself these next few weeks. Influenza is in the air and gunning for you. Drink water and get plenty of sleep.

PISCES (Feb 19- March 20) - You are absolutely a ball of nerves. Your close friends understand, but to outsiders you seem a tad neurotic. You may not be able to, but try to calm down.

Submissions?

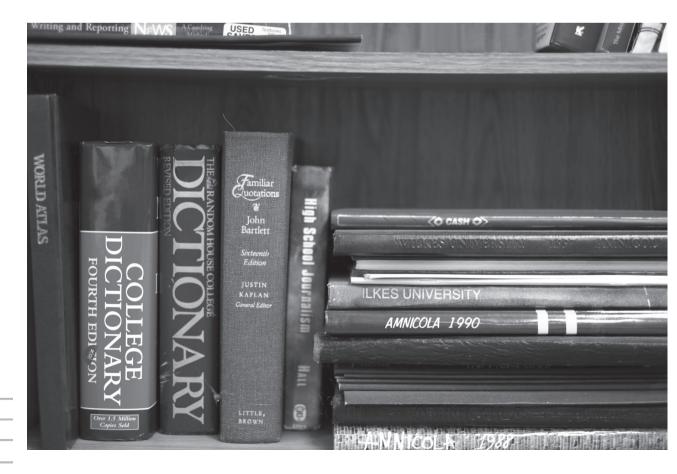
The Beacon staff wants your submissions!

E-mail them to wilkesbeacon@gmail.

com.



Find The Five Differences



7|L&A&E

Glow in Dark Cupcakes
Page 9

October 29, 2013

Contact editor: alyssa.stencavage@thewilkesbeacon.com

BACCHUS: raising awareness, improving life for all

By Alyssa Stencavage

L&A&E Editor

"Yesterday was the beginning of National Collegiate Alcohol Awareness Week. Today, we are walking to raise awareness of the dangers of excessive and underage drinking."

Walking by the Greenway on Tuesday, Oct. 22, one may have heard these words being spoken by Rhonda Lynch, President of Wilkes' BACCHUS Club, which educates peers on high-risk behaviors and try to make it a safer place.

BACCHUS doesn't just exist for alcoholeducation purposes. Its mission is to actively promote student and young adult-based campus and community-wide leadership on healthy and safe lifestyle decisions concerning alcohol, tobacco, illegal drugs and sexual practices, among other things.

"We want Wilkes students to know that we exist for their benefit and that we only want the best for all of our lives," Lynch said. "We feel like many students are grossly irresponsible in college and make decisions that will negatively affect them for the rest of their lives. We try to bring awareness to these decisions and their probable consequences and give students safe alternatives."

Its non-exclusive alcohol focus is part of why the club decided to drop the former BAC-CHUS acronym of "Boosting Alcohol Consciousness Concerning Health of University Students," as it inaccurately represents all that the club is about. Lynch said that, being that it is so much more than education, they didn't want to be restricted that acronym. Considering their familiarity on campus, they didn't want to have a name change either.

BACCHUS also has a place at club day, and welcomes anyone who is interested in joining. Even if you're not interested, club members are open to suggestions for new things to focus on

"We can educate on pretty much anything health-related, and we can always use more opinions," Lynch said.

BACCHUS is a national organization, and the Wilkes chapter has been active for years. In honor of the countless awareness months and days that exist, Lynch said the club picks events for each semester and tries to provide supplies that correspond with that event.

For example, during the month of October, which is Breast Cancer Awareness Month, Breast Cancer awareness bottles saying "Early



Courtesy of BACCHUS Club ,

BACCHUS members stand together and prepare to lead tive and powerful event the Alcohol Awareness Walk on Oct. 22 on the Greenway. that attracts much needed

Detection is the Best Protection," along with bracelets and pamphlets were distributed. Prior to fall break, an education table was set up in the SUB so students could learn about the risk factors and symptoms of breast cancer. In hopes of a safe Spring Break for all, Bacchus gave out condoms, and to ensure that everyone takes adequate skin protection measures, sunscreen use was stressed.

"We just try to have a lot of fun with that," Lynch said.

"Wrap Your Halloweenie" table on Halloween, Diabetes Awareness, National Survivors of Suicide ice cream social celebration, finals' week massages for stress reduction as well as an educational table that will give people the opportunity to learn proper hand-washing ways are some upcoming events and happenings hosted by BACCHUS.

New things are always happening, and as part of that effort this semester, plans are in the works for events surrounding World Kindness Week. As for what the spring will bring, details aren't set yet, but stay tuned because BAC-CHUS isn't going anywhere.

This club does a lot for the betterment of everyone at Wilkes as well as the community at large, but its efforts continue beyond encouraging people to take the necessary steps to help

breast cancer research,
Bacchus Club is also
in charge of Lee National Denim Day,
which was created
by Lee jeans to raise
money for the American Cancer Society.
Funds collected are
used for breast cancer
research and finding a
cure.

As stated this club

themselves. As part of

As stated, this club is the one behind the Alcohol Awareness Walk, which is "what we're most widely known for," Lynch said.

Part of National Collegiate Alcohol Awareness week, the walk is viewed as a positive and powerful event that attracts much needed attention to an often ig-

nored issue.

"The best part is that so many people get involved," Lynch said. "Sports teams choose to participate in the walk as part of community service, and any Wilkes staff, faculty or student is also welcome. We even had to order more shirts this year because we have such an interested campus."

Unsurprisingly, this year the walk pulled in 500 participants. Every year the number of participants grows.

The significance of the walk goes beyond the numbers, it is more than just an event on the grounds of Wilkes. It goes broader, into the realm of the community.

"People sitting in their cars notice us, and people have asked us why students are walking," Lynch said. "It really makes a statement. For those who participate, I hope they feel like they are making a difference. There is a sense of unity, and they are getting educated at the same time."

And whether a person is affected in any way by the things the club stands for, Lynch said everyone naturally benefits simply because BACCHUS is a peer education group.

"The greater number of educated students, the safer the community," Lynch said.

However, despite the magnitude of this

event, it is the only alcohol-related happening that the club puts together, which reinforces the idea that alcohol is only a segment of where it places its attention.

People see the clear distinction that exists between BACCHUS and other clubs at Wilkes, heavily ingrained in its mission, and the implementation of educational tables has been bringing a greater appreciation overall.

"We're there for the students' benefit," Lynch said. "We're making a difference at Wilkes and doing our best to break the mold."

To avoid misconceptions, members want students to understand something.

"We're not telling them to stop drinking, we're not telling them to stop having sex, and we're definitely not trying to be another authority over them," Lynch said. We want college to be safe *and* fun. We want everyone to know that this is most certainly possible."

"We really believe that with a group of dedicated, active members, we can continue to change Wilkes for the better and contribute to a generation of college students who are dedicated to the greater good," Lynch said.

Observers see the efforts, dedication and commitment this club makes to ensure the well-being of the community that it serves.

"I think Bacchus is great," Associate Vice President of Marketing Communications Jack Chielli said. "I think what they try to do is very important -- promote responsible decision making. I was very impressed by the variety of issues they were willing to raise awareness about -- from washing hands to drinking responsibly. Club members are able to engage and talk to their fellow classmates in a way that parents and university officials can't. Quite frankly, the more voices we have talking about the benefits of acting responsibly the better. My hat goes off to them."

But for as much work as BACCHUS club members put forth, they would like to extend sincere appreciation for club's advisor Gail Holby, and let her know just how important all of her hard work is to them.

"She puts forth so much energy and doesn't get nearly the credit she deserves," Lynch said. "We just want to publicly thank her for her dedication to our cause."

"I am honored to lead this proactive club in their effort towards healthy behaviors," Holby said.



@wilkesbeacon alyssa.stencavage@wilkes.edu

VISIT THE BEACON ONLINE @ THEWILKESBEACON.COM FOR EXCLUSIVE 'BEACON BLOGS'



Pintresting: with Anne Yoskoski
Paper Pumpkins, "pretty, cheap,
and easy fall decoration"



Discussing The Walking Dead with Jake Cochran
In depth look at Bob Stookey's character



This week back in history... with Sarah Bedford *Internet Day: Oct. 29*

Movember - Changing the Face of Men's Health

By James Jaskolka

Assistant Online Editor

In the weeks after Halloween is over, observers worldwide may witness their family, friends and coworkers grow increasingly scruffy. Clean-cut gentlemen across the globe suddenly don facial hair that continues to flourish as November progresses. So what is this fuzzy-faced phenomenon that is sweeping the nation's twenty-something year old men?

Ask anyone involved, and he's likely to tell you he's growing out his facial hair for No Shave November, a month-long event where participants challenge themselves to see if they can make it the entire thirty days without shaving their face.

However, a closer look shows that many participants may not know the true purpose of the practice.

No Shave November is actually a spin off of "Movember," a charitable movement where participants sign up and, while growing moustaches, collect money to donate to men's health research.

The idea of "Movember," according to Movember.com, is that growing a moustache will spark "conversations about men's health that lead to greater understanding of the health risks men face."

According to their website, the charity began in Australia in 2003, and has since spread to 21 countries, raising an estimated \$446 million, 90% of which is donated to foundations that help awareness, education and research for both testicular and prostate cancers.

With the month's focus shifting from the







Courtesy of Steve Dziedziak

Movember, the charitable movement where participants grow moustaches and pledge to raise money for men's health research, is not to be confused with No Shave November, where participants go unshaven all month for social reasons.

topic of men's health ("Movember") to a more social context (No Shave November), some observers worry that the ritual's core purpose is being overlooked.

Dr. Janet Starner, an English professor at Wilkes, weighed in on the confusion.

"The initial sign of not shaving points to 'let's talk about prostate cancer,' but that relationship has been disrupted by a social urge that says 'beard? Oh, cool, this is a cool social thing to do.'... and those are very different," she said. "It becomes not something about charity... it becomes the next cool thing in the way you look."

Starner said men often grow up with an idea that they need to "man up," and that their bodies will fix themselves – an idea that society pushes onto men. This, she said, makes No

Shave November counterproductive.

"When it becomes a social practice that is founded on 'how do I look?', then it reinforces the very stereotypes of male toughness that leads to the problem of undiagnosed prostate cancer in the first place," she said.

However, some men participating in No Shave November see benefit in the month, despite the negative consequences that Starner noted.

"I think it builds camaraderie in the male community," undeclared sophomore Billy Parsons said. "It's something to do together."

As students familiar with the trend explain, the problem doesn't seem to be a lack of consideration for the cause, but rather a lack of awareness.

"No one knows what is stands for," sopho-

more nursing major Carolyn Scarponi said. "Instead of raising positive awareness, (people are) geting negative attention."

While "Movember" has a charitable foundation, No Shave November has a strong social aspect that has the benefit of not needing to pay money.

The charity, however, stresses the importance of pledging, as it helps the awareness and understanding of men's health issues.

Students who are interested in learning more about the "Movember" movement, the charity's history, financial information and how to sign up can go to their website, Movember. com.



@wilkesbeacon jamesjaskolkabutler@wilkes.edu

Ibop coffee -- coffee as art, relaxing destination just down street

By Adam Lubas

Correspondent

"Coffee with the right bop from step one."
This is the motto of the new shop, Ibop Coffee, that opened in Wilkes-Barre last June.

The smell of brewed coffee creates a strong aroma and an atmosphere of artistry with the owners paintings along the walls of the shop Downtown at 49 E. Northampton St. just past Movies 14.

Owners Soni and Josh Park are originally artists from Manhattan but moved to town to peruse the culture and they say they are excited for the artistic community in Wilkes-Barre.

Ibop is an open-style coffee shop turning to local artists and writers as a new hangout. Extra White walls are situated for gallery space.

Soni Park said she and her husband studied coffee for more than three years and are always improving their techniques.

"Coffee is an art," Soni said.

Wilkes as well as King's students receive a 10 percent discount with their IDs.

Drinks include chai lattes, macchiato, americanos and others. The coffee they make is laborintensive, such as Kyoto, which is brewed for 14 hours and served over ice. It is crisp and robust in flavor.

"With the Kyoto, we are interested in the fruit blend of Coffee," Soni said.

IBOP sells high quality chocolates like Mast Brothers and Askinosie, both made with organic



Courtesy of Adam Lubas

A recently opened coffee shop just down the street from Wilkes University offers an opportunity for local artists and writers to hangout and express themselves, while also enjoying delicious coffee.

beans direct from farmers.

IBOP is based off of a Manhattan and San Francisco coffee shop setting and style. The coffee is fair trade and gourmet based coffee with beans from countries such as Bulgaria, Ethiopia, Honduras and Guatemala.

Soni said her coffee is the same price of large

national chains, but with better quality. The beans they receive are from local distributors and are always fresh. IBOP sells half- and one-pound bags of coffee in their store.

They started recently selling Soni's signature "Bowl," a salad made with organic brown rice, tahini, black beans, kale and lettuce.

Wilkes as well as King's students receive a 10 percent discount with their IDs.



History Lesson: The Legend of Hollywood Horror

By Ashley Evert

Assistant L&A&E Editor

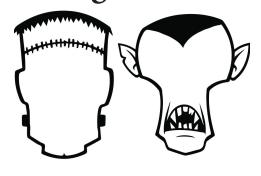
Frankenstein (1931), Dracula (1931), The Mummy (1932), and Werewolf in London (1935). What do these movies all have in common? Two things: their iconic characters that have been imitated countless times, and the fact that they were all brought to life by legendary makeup artist Jack Pierce.

Most people have never heard the name before, but for horror junkies and any makeup artist who has ever played with prosthetics, Jack Pierce is that one person who's name brings forth a wave of respect and admiration.

Pierce is to special effects makeup what Steve Jobs is to technology, or what Henry Ford is to the automobile industry. When there was no such field as makeup artistry, Pierce paved the way for the artists that came after him and achieved every artist's dreams: creating timeless characters that will outlive the artist's natural life.

Janus Piccoulas, later "Jack Pierce", was born in 1889 in Greece. He emigrated to the United States and attempted to play baseball on a semi-professional team. He then worked on a few motion pictures at Universal Studios, which, at the time had only been in business for three years and was a very tiny studio.

According to IMDB, "Universal was the home to many silent shorts in the 1910s, several of which featured the talents of an unknown actor named Lon Chaney, who got work by



The Beacon/Steve Dziedziak

Frankenstein and Dracula were made famous by the makeup done by Pierce.

creating his own unique makeups, transforming his entire face and body in the process."

Pierce drifted from camera man and manager to acting, then to makeup. Once Chaney left the business, Pierce was named head of the makeup department where he worked on the last of the silent films made at the studio.

IMDB states, "from 1930-1947 Pierce created some of cinema history's most distinguishable screen characters." The first was Dracula. Bela Lugosi actually refused to let Pierce apply his makeup because Lugosi always did his own, but Pierce still stylized the character.

The success of "Dracula" called for the production of a follow-up, "Frankenstein." Pierce applied the iconic character makeup to Boris Karloff, the star of the film, for four uncom-

fortable hours. The makeup of the time was very toxic, and required many layers of padding and build up to create the memorable squared head shape.

"Pierce and Karloff teamed the following year to create "The Mummy." Though the actual creature is only seen for a matter of seconds, it was another unforgettable achievement in cinema horror when "In-Ho-Tep" came alive and paraded across an unearthed Egyptian tomb," according to IMDB.

In a documentary on makeup artists, Rick Baker, 7 time Oscar-winning makeup artist noted for films like "Men in Black" and "Hellboy," cites Pierce's monsters as the reason he became interested in makeup.

"At a very early age I was fascinated with monsters. I would watch monster movies on TV whenever they would come on and just decided that would be a really cool thing to do to make a monster."

Baker is just one of many modern day makeup artists who began their craft because they were inspired by Pierce's work.

According to IMDB, Pierce has worked as a makeup artist or supervisor in the makeup department for 158 titles. Jack Pierce's work spans from the 20s to the 60s, with his last project being the 60s television show Mister Ed. He worked on Mister Ed up until his death in 1968.



@wilkesbeacon ashley.evert@wilkes.edu

College Cuisine: Cheap, easy eats for busy students

Glow in the Dark Cupcakes

By Ashley Evert

Assistant L&A&E Editor

It's dark in the crowded room decorated with skeletons and spider webs. You wander over to the snack table and attempt to take a cookie and end up with your hand coated in frosting because your eyes haven't adjusted to the darkness of the party yet. The days of going to a Halloween party and grabbing into the blackness for a sweet treat are over. These glow in the dark cupcakes are sure to stand out in the dark and have guests shrieking in delight this October.

The Basics:

Prep Time: 60 minutes

Cook Time: 15-20 minutes for cupcakes

Ingredients:

prepared and cooled cupcakes 7 cups confectioners' sugar 1 cup vegetable shortening 1 teaspoon clear vanilla extract 5 tablespoons tonic water (the secret ingredient)

mini chocolate chips morsels for

"eyes"

Tip:

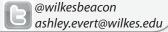
The quinine in tonic water causes it to glow bright blue under blacklight, so adding a small amount to frosting will cause it to glow as well.



Courtesy of Paul Kaspriskie

Instructions:

- 1. Prepare desired cupcakes and allow them to cool.
- 2. To make the frosting, begin by adding shortening, vanilla, and 3 tablespoons tonic water into a large bowl.
- 3. Beat on low speed and add confectioners' sugar slowly until thoroughly mixed.
- 4. Add remaining two tablespoons of tonic water as needed to bring frosting to piping consistency. If the frosting is still too dry, add a splash of milk. Adding more tonic water will make the frosting bitter.
- 5. Mix at high speed for about a minute to allow frosting to become light and fluffy and fill a gallon ziplock bag with it. Cut off the tip of the bag and twist to make an easy, cheap piping bag.
- 6. Pipe white frosting on the cupcakes using a large round frosting tip. Add two mini chocolate chip morsels for the ghost's eyes to finish these glow in the dark ghost cupcakes.



The Play List of the week

Back before the days of stolen music, On-The-Go play lists and Youtube; there was a time when people would sit down and have to weigh their musical choices with care because it took longer than two minutes to make a play list of all the songs they thought would sound awesome together.

Luckily that time has passed, so each week WCLH and The Beacon will be teaming up to bring an emotional soundscape for your audio pleasure airing each Wednesday at 3 p.m. on 90.7 FM or worldwide at WCLH.org, here's a little tease of what will be spinning...

Since the playlist will fall on the 30th this week, we'll be celebrating mischief night the best way we know how. With The Misfits, Samhain, Danzig and other generally creepy music. Tune in at 3p.m. to fully take in all the festivities, and keep it locked!



12 OPINION

Understanding Wicca Page 14

October 29, 2013

Contact editor: carly.yamrus@wilkes.edu

Fees and Fraud: Do you know where your money is?

By Lyndsie Yamrus

Assistant Opinion Editor

It's a known and accepted fact: college kids generally don't have money.

So naturally it makes sense to charge college students a monthly "service fee" on their near-flat-broke bank accounts, right?

My checking account allows you to save money (in theory) by directly depositing a dollar or two (or more, depending on the purchases) every few times you use your debit

I personally transfer the money right back to my main account.

This package is called the Wells Fargo "Student Checking Account" (AKA "Way2Save") but apparently that doesn't mean anything. I need at least \$2,000 in my checking account at all times, \$750 worth of monthly direct deposits, or I need to use my debit card 10 times a month in order to waive the \$10-\$12 fee.

Some banks even charge you for paper statement use.

I'm not broke, but I certainly don't consistently have \$2,000 in my checking account, and I'm sure others my age are in the same boat or worse off.

My work-study direct deposits are also nowhere near \$750. The last time I checked,



The Beacon/Dan Lykens

How often do you check your bank accounts? Hidden banking fees and charges could be slipping by without notice and will add up slowly taking away money.

the average student doesn't make that kind of

So that leaves the \$10 minimum debit card use which, thankfully, I excel at. The only reason I don't pay the fees each month is because I found out early on that it's possible to waive them just by using the card and being linked up to the package. So I swipe on the daily.

It turns out that you need the "College Checking Account" to steer clear of this fee... kind of...not really. You're charged \$3 if you don't do it right. Hopefully someone informs you to register your school ID.

The point is that you need to be aware of what your bank is doing with your money. Had I not checked up on my account the other day. I would not have known that I was charged the monthly fee despite meeting all of the requirements. Makes you want to go check now, right?

The customer service representative sounded as confused as I did as she looked over my account, agreeing that I shouldn't be paying the fee. She refunded the money.

Another case-in-point: the credit card. "The Children's Place," "Nutribullet" and other random buys appeared on my credit card statement last summer. The balance was about \$105 when it should have been around \$40.

I had been a victim of credit fraud, and could have easily just paid the balance had I not read over the purchases. It is very easy to forget how much you charge, especially if you use the card regularly or early on in the billing

While these examples are only two of the ways your money could disappear on you, it is very easy to lose track of your funds. No one has money to waste in this day in age, especially college students.

You should be aware of your bank account and credit activity every month. Not everyone follows the rules. Credit, debit or ATM fraud can be easily committed, so remember what

People and computers mess up all the time; so don't be too quick to assume your money



@wilkesbeacon lyndsie.yamrus@wilkes.edu

School's costume and candy bans hide realities from sheltered youth

By Sara Davis

Staff Writer

Chilly nights, candy, pumpkins, costumes and trick-or-treaters. These ideas come to mind when Halloween is discussed. This holiday, celebrated on Oct 31, is thought of to serve as a time for children to dress up as someone else for a night, and to walk around neighborhoods while asking for their favorite treats.

The idea seems typical and harmless. I'm sure at one point in your life you couldn't wait to dress up like your favorite athlete, movie character or superhero. Lets face it, no matter what food preferences one has, every child can enjoy at least one of their treats. Most of the time the parents get a treat, too.

Recently new words have been added to the plethora of Halloween- oriented words. These words include "safety" and "religion."

If you think back to your elementary school experiences, you probably remember having a some sort of Halloween parade or party. The idea of "canceling Halloween" was most likely not even something that was considered at the time.

According to Time Ideas, schools around the country are attempting to ban costumes and candy on Halloween.

Schools are concerned for the safety of the



The Beacon/Dan Lykens

Halloween costume and candy bans are attributed to concerns over student safety, religionous sensitivity, and a health concious movement for the youth.

students in regards to food allergies and some schools are worried that Halloween promotes the idea of separation between church and

Sporting Hill Elementary School, located in Penn., sent a letter home to parents explaining that Halloween costumes would be banned from school.

The school explained that the costumes would be banned because safety was theschool's number one priority.

A school located outside of Philadelphia, Inglewood Elementary, followed in Sporting Hill's footsteps by removing candy from the Halloween festivities.

Inglewood realized that some students had peanut allergies, and they did not want to take the risk of having a student accidentally become in contact with peanuts.

According to Time Ideas, the school's principal then wrote that "some holidays such as Halloween are viewed as having a religious overtone, and that the district must be mindful to the sensitivity of the community."

Time Ideas included an interesting statement that explained that the enrollment of students

in charter schools was increasing.

To further explain this, charter schools are similar to private schools, due to the fact that parents can choose to send their children to the school of their choice depending on how well their views relate to those of the school.

This idea seems to be getting somewhat out of control. If a child is placed into a charter school, it should be based on the educational aspects, not whether or not Halloween is celebrated.

Whether Halloween is actively celebrated in schools or not, at some point in their lives children will be faced with challenges and situ-

ations in which they are not comfortable.

Hiding these realities does not help the children, nor does it allow the children to enjoy the "fun" aspects of growing up and being a kid.

An essential part of childhood are the memories that you create to mold you into growing into an adult.

Learning to accept other views, and realize that your beliefs are acceptable as well, also factor into how a child learns to "deal with the real world."

Instead of ruining the children's childhood experiences, better them by teaching them to adapt to real-life circumstances.



@wilkesbeacon sara.davis@wilkes.edu

Colonel Critiques

Roth's dystopian future resonates with readers

By Anne Yoskoski

Managing Editor

Ever since "The Hunger Games" Trilogy, many books have been released that have a strong heroine fighting for freedom in a dystopian future. Veronica Roth released one of those books, Divergent, in Feb. 2012. While Roth shares similarities with Suzanne Collins in her initial few chapters, the two authors take dramatic turns in different directions once the books hits it's

In Roth's dystopian world, formerly Chicago, the population is divided into five

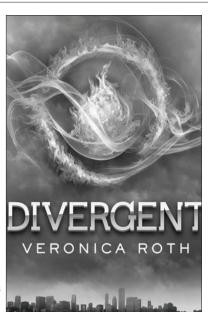
factions, each boasting a particular virtue—Candor (the honest), Abnegation (the selfless), Dauntless (the brave), Erudite (the intelligent), and Amity (the peaceful).

On a certain day, all sixteen year olds select the faction in which they will spend the rest of their lives. Some people, however, do not have an easy time choosing. Family ties and strengths aren't always passed on to children, and aptitude tests, while usually able to identify a clear preference of faction, sometimes fall short. When a person cannot be neatly placed into just one category, they are labeled divergent. Beatrice, our strong willed heroine, re-brands herself as Tris and takes on the daunting task of becoming a "divergent".

Being divergent is a dangerous thing in this world, as faction leaders may kill you once they learn your secret. Beatrice, now called Tris, joins the Dauntless and deals with the trials and tribulations of the three part initiation test, designed to train her to kill, survive, and confront her absolute worst fears.

Roth takes the reader into a world where the things that happen seem impossible, but the emotions that the characters carry hit home for readers. Tris is lonely, bullied, triumphant, romantically involved, and terrified. The characters in Roth's novel grab the reader and apply a dystopian lens to everyday things like leaving home, confronting those who hate you for being different, being faced with a tough choice and having to make the right decision, and even consequences of revealing secrets and weaknesses.

Tris, while placed in a wildly different environment, is a sympathetic character to readers. The science fiction spin takes the problems of day to day life and extrapolates them into life and death situations, making this book thrilling and a fast read. Roth continues her winning streak with two other books in the trilogy, which I also recommend.



'Captain Phillips' impressive true story at sea

By William Amos

Staff Writer

Piracy! It isn't always fancy and romantic swashbuckling and it's not just something Johnny Depp pretends to do for Disney to raise box office scores.

It actually happens and "Captain Phillips" tells the true story of the crew of the Maersk Alabama, an American cargo ship, and the courageous captain who risked his own life to ensure the safety of his crew.

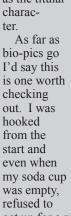
Tom Hanks (Castaway & Cloud Atlas) plays Captain Richard Phillips in this compelling bio-pic. His performance is honest and captivating, spanning a miraid of emotions from beginning to end.

The story focuses on the abducted captain as he is held captive by Samoli pirates when their leader Muse (played by Barkhad Abdi in his debuting role) is also taken by the crew the of Maersk Alabama.

Phillips struggles to remain alive while the U.S. military

scramble to sea to rescue him and the crew of the cargo ship.

Tensions run high in Captain Phillips and Tom Hanks does not fail to impress as the titular character.

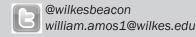


get up for a refill until I saw how the movie was going to end, even though I knew the real-life conclusion.

Paul Greengrass, who directed the Bourne Ultimatum and Green Zone brings his prowess to this film, creating intense scenes of suspense, action and high-emotion.

"THE BOURNE ULTIMATUM" IN 2009, CAPTAIN PHILLIPS WAS TAKEN HOSTAGE BY SOMALI PIRATES This is his incredible story of survival.

Well done!



Lorde a fresh, unique face in alternative genre

By Eric Casey

Staff Writer

New Zealand has been pumping out some nice acts in the past 2 years or so, but no artist comes close to what Lorde is doing right now.

Lorde is one of the youngest solo singers to ever have a #1 single on the Billboard Hot 100 chart at age 16. She holds the record for having the most weeks (7) at #1 on the Alternative Songs chart, surpassing Atlantis Morissette's "You Oughta Know" which lasted 5 weeks at number one.

She's also the first women to rule the Alternative Songs chart since Tracy Bonham in 1996, and is the first New Zealander to be #1 in America as a solo act.

Her debut album "Pure Heroine" is quite stellar and surprisingly dark for her age. I guess you can say she came out of nowhere this year and is an example of how alternative music is changing the musical landscape today.

The first song on the album is "Tennis Court". The sound is pretty minimalistic with hip hop beats blended in well with her bluesy voice. It will most likely be her official second single to be released in America.

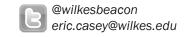
At first I thought the song "400 Lux" was about a relationship with a boy as the song is basically about "kicking it back" on the road and taking pictures with each other, but in recent interviews she stated that boys aren't a subject matter for her songs. "Royals" you've probably heard a hundred times. It's about pop stars and the luxurious lives they live, and how she would prefer not to be in the spotlight like this. While writing it, she listened to hip hop and Lana Del Rey which is quite evident in the song.

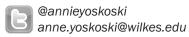
"Ribs" is one of my favorites. It's very low tempo, but with a lush sound. The message is about afraid of getting old which just adds a darker feel to the simplistic lyrics. Other standouts are "Team" and "White Teeth Teens" which will likely become fan favorites in their own rights.

I believe Lorde will become the new face for women in Alternative music, similar to Alanis Morissette in the 90's. The album has a consistent minimalistic "trip hop" background that seems to fall into the "chillwave" genre. It works because

her mature voice overrides the instruments and sucks you into the lyrics. "Pure Heroine" will probably win some major awards in the coming months. There is no stopping Lorde at this point, and I believe that's a good thing!







Wiccan beliefs existent, hidden in judgmental society

Negative societal misconceptions plague the Wiccan religion, lead to misinterpretation

By Carly Yamrus

Opinion Editor

Few times in my life have I been able to say that I sat in conversation for two hours and didn't say a word.

The other day I had the opportunity to listen to a man that made me look at religion in an entirely different light. A religion that people do not talk about. One that is all around you but you would never even know.

I was initially quite hesitant to write about any form of religion out of fear that I would be inaccurate or offensive. After putting up a fight, I realized that some forms of religion would always be offensive to some people, because there is no right or wrong. There is only belief.

Before being lectured on Wicca, I admittedly, and not proudly so, had the same ignorant idea about what it is that Wiccans "do."

Although I cannot possibly summarize the experience I had regarding this topic, I can do my best to oust the misconceptions that plague the Wiccan philosophies.

Wicca falls under a category of religion called "Paganism" which is an umbrella term for a religion that is not Christianity, Islam, or Judaism. Paganism is nature or earth-based. According to paganfacts.com, not all Pagans are Wiccan, but all Wiccans are Pagan.

Wicca was revived as a religion about 100 years ago, but is still kept a secret primarily because other religions are less tolerable of those who do not follow them or believe in the same ideas

There is surprisingly more Pagans in Wilkes-Barre than one would think.

However they are not be so open about it as Catholicism or any other "acceptable" practice of faith. They are in hiding. Many claim to be something that they are not simply because they are afraid to have dead animals placed at their doorsteps and graffiti on their property.

They are afraid of persecution.

There is not one "type" of Wicca. Most Wiccans are eclectic, meaning their beliefs are drawn from many sources. The word "Wicca" is derived from the word "Witchcraft."

Because the word "witchcraft" has such negative connotations in Western culture, most people would rather not openly identify as a witch

The man I talked to was a witch. That being said, it is important to note that not all Wiccans are witches. Witches are part of a tradition, and were born into it rather than "choosing" to follow a certain path.

The man explained the difference between a witch and a warlock. The word witch is not explicitly feminine as we are often led to believe. Both men and women are witches. A warlock is actually a liar or a traitor rather than the male form of a witch.

The word "Wicca" means wise, and has nothing to do with the devil. There is no satanic or demon worship. In fact there is no association with evil at all.

The basic moral code of Wicca is "An it harm none, do as ye will." The fundamental principles are based on respect and harmony with each other, with nature, and with the uni-



The Beacon/Jake Cochran

Many symbols typically associated with Halloween, such as the black cat as featured above, originated in early witch-craft and are still common symbols within the Wiccan culture to this very day and are not as sinister as they may seem.

verse

Instead of banishing those who do not believe and burning their enemies, Wiccans prefer not to mosey into the affairs of other religions

Unlike many more "popular" faiths, Wicca is not so much concerned with what anyone else believes in, and does not try to convert others to do as they do.

They do not claim to have all the answers, as the divine is unknowable.

Another notion in Wiccan faith is spirit worship over the monotheistic "god" figure.

While most religions have already distinguished God as a male figure, there is this extremely valid argument that if we are the children of God, or created by God, then wouldn't that make God a female? As a scientifically proven fact that only females can produce, wouldn't it make sense that if a god created the universe, then God would be a she?

For this reason, Wiccans believe that females come first. "God" is dualistic female and male. The female Triple Goddess (maiden, mother and crone) is connected to the moon, stars and sea, while the male horned God is connected to the sun and the forests. More recently (1960s and 70s,) the goddess has been seen as imperative because she conceived all.

Wiccans do not have a sacred text, as texts are often considered to be the word of a deity through a prophet

There are no "messengers."

They instead keep their own Book of Shadows, which is more of a journal or personal workbook.

The most distinctive symbol for Wiccan is the pentacle- or five pointed star within a circle. Again it is often mistaken for a satanic symbol, which is the upside-down five-pointed star. Each point stands for the four elements and directions, plus the spirit.

By now you are wondering "well don't Wiccans do magic?" There is not short answer for this. Wiccans are not required to do magick, as they spell it, but some do. Witches tend to do more magick than Wiccans. It is hard to explain magick to society because we are conditioned to believe that it is fake- merely a theatrical element if anything.

The magick that witches practice is focused on energy, and the movement and direction of it. They sometimes do rituals at night, but again, not for any reason associated with evil. The timing of said rituals dates back to earlier times when the setting of the sun was considered to be the start of a new day. Christians call it "prayer," witches call it "spellwork." It is similar, except with the aid of "spirit guides, familiars or other elements energies," according to wiccan.com.

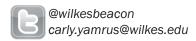
At first I thought that by putting this article into the Halloween edition of the newspaper, I would be dismissing it as fictional and com-

Upon further research, I found that "Halloween" is actually the Pagan New Year. The day is formally called Samhain Lore, and is celebrated on Oct 31 and November 1. It is a day where Wiccans celebrate the cycle of nature, ancestors, and the light that will eventually come from the darkness. Many commercialized symbols truly do come from this holiday. The symbols of Samhain are gourds, apples, black cats and Jack-O-Lanterns. The colors of Samhain are black and orange, white, silver, and gold.

In a follow-the-leader society, we often turn our heads from ideas that may seem "silly" because they are not what we were taught. What may seem serious to you may be silly to someone else. Hating someone for not believing in your religion is like hating someone because their favorite pizza isn't the same as yours. You eat your pizza and I'll eat mine.

We were always told that Halloween is for dressing up, trick-or-treating and scaring people. Never would we be educated on any other belief that maybe Halloween wasn't just invented for costumes and candy.

Blessed Samhain, everyone.



THE BEACON | Oct. 29, 2013

The importance of playing hot hand athletic players

Stephen Forney

Staff Writer

Any professional hockey coach knows if you have a goalie who is playing well in the net, don't tough the line up. He could be your third string goalie on your farm team but if he's hot, he plays.

The same situation should be used in football.

Right now if you live near Philadelphia, you know that that the cult followers of the Eagles are fighting tooth and nail over who should start the next game.

One half says that no player should lose their spot due to injury, the other half believes Vick is a bigger offensive weapon.

What it comes down to is that people are convinced one quarterback gives them a chance to win a super bowl while the other will doom the organization for years to come.

In the past few years there are a few situations that come to mind on the same issue.

The best one I see fit Colin Kapernick replacing Alex Smith in San Francisco. Last year there were very low expectations and Kapernick was a stud. When Jim Harbaugh chose to remain with Kapernick there was a riot in the sports world.

Alex Smith had been through 7 different offensive systems in San Francisco before Harbaugh got there, had a successful year on their first year together and on track for repetitive success.

However an Alex Smith concussion a few games into the season opened the door for the rookie qb and he never looked back.

Kapernick truly played himself into a starting spot that took the 49'ERs all the way to the Super Bowl and despite some hardship early in the game, gave San Fran a real shot to win it all.

Now after having the rookie campaign kids dream about coming out of the draft Kapernick remains under center in San Fran and no one in San Fran will ever doubt Jim Harbaugh again.

But what about Alex Smith?

You might have actually not realized but Smith took off to Kansas City and hasn't missed a beat.

Smith has evolved as one of the most efficient passers in the league, keeping it simple he's even worked up a passer rating of 79.8 which is just better than that of the all powerful Tom Brady.

Even with that coupled with the only 3 interceptions (which is 2nd only behind Peyton Manning for quarterback with more than 200

pass attempts) he managed to lead the chiefs to a perfect 6-0 this season.

Not too shabby for San Fran or Kansas City if you ask me.

Now, if you pick apart the performance by both Vick and Foles, it is definitely hard to tell who is better.

However, it might not matter.

In the last two games that Foles has finished, he got the win. Vick didn't throw well against the giants and in the 4 games that he did start, the offense only scored more than 20 points twice and only averaged 24.75 ppg.

In an offense that is constantly considered to be the most prolific offense in the league, those numbers really aren't what they should be.

Foles this year is boasting a 67.2 completion percentage, which is over 13 percent better than Vick's.

Upon comparing QBR's Foles has an 87.2 average over this season where Vick is a 65.4 which is 21.8 points lower than Foles.

While Vick provides the rush yard that Foles literally only has three of this season, its' an unnecessary addition with a healthy LeSean McCoy leading the league in rushing.

Foles might not be he exciting quarterback that Vick is, but he offers the vertical attack that Vick just hasn't yet as an eagle.

When it comes down to it, there is good reason to fight for Vick to start, and while numbers typically don't lie, there are intangibles such as locker room presence and leadership on the field; perfect example is Tim Tebow and his ridiculous win streak in Denver taking them into the playoffs with a pretty exciting win over Pittsburgh.

But also, the numbers lie in Fole's favor.

Yet if I were coaching I would just keep it in because what it comes down to is this eagles offense has soared under Foles'.

Plain and simple, Vick isn't 100 percent. Foles is playing well, it doesn't matter.

This offense can run well with either player at this point, and neither has too much of a better grasp than the other.

My advice to Chip Kelly and Eagles fans everywhere, don't sweat it and just ride the Foles wave, the bigger problem is the defense.

Letting over 410 total yards per game, and letting up 29.8 points per game. Granted they had to face the mythical Peyton Manning, still for a team to be focused on their quarterback when they have an absolute horrific pass defense, shows a lack of responsibility and lack of priorities.



@wilkesbeacon stephen.forney@wilkes.edu

Fantasy football taking us away from our beloved NFL teams

Frank Passalacqua

Opinion Editor

Over the past five years or so, fantasy football as become increasingly popular. Too popular, in fact, as you hear people brag about their fantasy team more than they do their actual favorite team.

Let it be told. Fantasy football requires zero skill- zip, nada. It is purely luck and a complete toss up on a weekly basis. For those who boast and brag, keep that in mind, but that is a different story.

I'm like the next guy who is constantly tweaking and changing around players on my fantasy team. We do this to perfect our roster and increase our chances in winning something we have no control over. This, however, is not the main problem with fantasy football.

The real problem comes with the deep emotion in every NFL fan's heart. Believe it or not, fantasy football is pulling us away from our favorite team.

Take it as you please, but hear me out. Perhaps you're a die-hard Philadelphia Eagles fan like me. Perhaps you're a life-long Denver Broncos fan (because apparently, there are more and more of them per week in Eastern Pennsylvania of all places). What does fantasy football do? It takes our primary focus of a single favorite team and broadens that to narrow our focus on 10-20 individuals players around the entire league.

Now, instead of caring about my beloved Eagles, I care about my 12 active players per week in my fantasy league. Yes, I'm obviously still an Eagles fan, but what happens when these players are matched up



The Beacon/Frank Passalacqua

Fantasy footbal has people leaving their true team alliances for fly-by-night loyalty to random players across the league, with switches and trades at will.

against them in real life?

Perfect example: a few weeks ago, the Denver Broncos played the Philadelphia Eagles. On my fantasy team, I had the Denver Broncos defense, their very own Demaryius Thomas at tight end, and their kicker Matt Prater. However, I also have LeSean McCoy, the running back for the Eagles, on my team. As a result, I had to think logically and put my own favorite team down in the dumps.

I knew the Eagles were going to get destroyed, as they did 52-20. With that in mind, I played my fantasy team smart. I benched McCoy, because the Broncos defense is too good at stopping the running game at home. McCoy finished with a season-low 9.4 fantasy points and was held without a touchdown. On the other side, of course I started all the Broncos players I had because even though I love my Eagles, I knew they were going to put

up big points that would in the end help my team. I was right. D. Thomas picked the Eagles defense apart and got me 20.6 points, the Broncos defense had a season-high 21 fantasy points, and their kicker M. Prater was an obvious starter since they put up so many points per week.

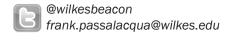
If you didn't catch what all that meant, I knew the Eagles weren't going to do well, so I put my favorite team down, and wished for these Denver players to do extra good in the game.

Now, I could've been completely off and the Eagles could have shut down the Broncos. Then I would've been extremely happy my favorite team pulled off this huge win, but at the same time, I would've been angry at my fantasy team for not getting me enough points.

Nothing is better than when your fantasy team wins and so does your favorite team. At the same time, when both of your teams lose, then the entire week is doomed. And it's true. If the Eagles lose and my fantasy team gets destroyed, then I'm the angriest human being alive. But hey, that's the competitiveness in us humans.

At the end of the day, it's just a fantasy league and I'm still a die-hard Eagles fan. I always will be, but people continue to take their fantasy team too seriously and disregard their feelings for their actual favorite team.

Who knows, maybe one day the NFL will turn into a giant real fantasy team with re-picked teams and everyone will be happy. Until then, let's flaunt our jerseys and not our overly-clever fantasy team names.



16 SPORTS





October 29 2013

Contact editor: frank.passalacqua@wilkes.edu

Rivals face off in soccer both men and women force overtime, women come out victorious, men earn tie



The Beacon/Zobaida Azad

After an overtime draw between cross-town rivals, Wilkes and King's, Tuesday's match left Wilkes with a 9-6-1 record and 2-2-1 record in Freedom Conference play. "It was a close match and I'm looking forward to seeing them in the playoffs" said freshman midfielder Jarret Colvin about the game against King's.

By Brandon Gubitosa

Sports Writer

On Tuesday night at King's College, the Wilkes men's soccer team squared off against the rival Monarchs. The game ended in 1-1 double overtime draw, leaving Wilkes with a 9-6-1 record and 2-2-1 record in Freedom Conference play.

This season Wilkes is on pace to have its first winning season since 2008 when they went 11-8-3 losing in the second round of the Freedom Conference tournament to Misericordia.

Last season when the Colonels and Monarchs met, the game ended in a 0-0 double overtime draw. Wilkes has not beaten King's since 2007, and will likely play them in the playoffs this season.

"It was a close match and I'm looking forward to seeing them in the playoffs" said Jarret Colvin, freshman mid-fielder, about the game against King's.

In the 30th minute of the match on Tuesday, King's jumped out to an early 1-0 lead, taking advantage of a turnover at midfield, allowing Niall Croke to assist Cameron Rhodes who beat a defender, and pushed the ball right by the goal keeper into the empty net. At the end of the half Wilkes and King's both had six shots on net. Wilkes had the chance to jump to an early lead, but junior forward Eric McAnena's shot sailed wide of the net.

McAnena redeemed himself two minutes into the second half when he scored his team leading 8th goal of the season. Senior defender Alex Benne was also credited with his first assist of the season. The rest of the half was filled with excellent scoring opportunities, but neither team was able to capitalize and take the lead. The half ended with the score tied at 1

with Wilkes outshooting King's 5-4.

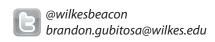
In overtime, neither team was able to get any good shots on net. The game opened up when it went into a second overtime as fatigue started setting in on both squads. With five seconds left in double overtime, Niall Croke had what might have been the best chance to win the game, but his shot sailed right overtop of the goal. Wilkes registered just one shot in the second OT, while King's shot three. Neither team was able to capitalize.

The cross-town rivalry took place again on Wednesday afternoon as the women's soccer teams faced off. Sophomore forward Grace Fazzi scored her second goal of the season in double overtime to lift the Colonels past the Monarchs. Her goal came with two minutes left, shooting from the top of box and placing the ball in the top right corner just past the goalkeeper. Wilkes goalie Kate Mahoney re-

corded her sixth shutout of the year as Wilkes improved to 9-4-3 with an undefeated Freedom Conference record.

Wilkes has had the upper hand on King's in the cross-town rivalry posting an impressive 15-5-2 record, and the Colonels have yet to lose to the Monarchs while Coach Sumoski has been at the helm.

Both the men and women's soccer teams travel to New York this weekend when they go against Manhattanville College. The playoffs start in the beginning of November, and both teams will more than likely be participating. The men have not made the playoffs since 2008, while the women's team came up short last year losing to Stevenson University 2-1 in the finals.b



Fall sports review; setting standard for spring lineup

by Alex Fahnestock

Assistant Sports Editor

As the fall sports season winds down, many of the Wilkes University athletic teams will be able to look back on the season with pride for their accomplishments.

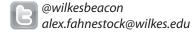
The men's and women's tennis teams had many stellar performances at the MAC individual championships this year. The Wilkes University women's tennis team captured four singles titles and three doubles championships while the men hauled in six of seven singles championships, then made a clean sweep of all four doubles championships for the second year in a row. Both teams are undefeated in match play.

In Last Wednesday's soccer game against King's college, Grace Fazzi scored the only goal of the match with two minutes left in double OT as the Lady Colonels soccer team continues to be undefeated in conference play. They post an overall record of 9-4-3, while the men's soccer team, also enjoying success is recorded at 9-6-1.

And with what might be the best turnaround in Wilkes' recent history, the women's volleyball team continues to post victories after an abysmal start to the season. As of last Thursday, the girls are looking at a 16-10 record after starting the season 2 for 7. The Lady Colonels recently had a perfect showing at the St. Joseph's tournament, winning all four of their matches.

And while it may not have been a season, the Wilkes Lacrosse team played in a four team tournament in early October. They racked up victories against Lycoming College, Marywood University and SUNY Purchase for a perfect 3 and 0 record. A total of nine different players scored goals for the Colonels throughout the trio of games. This is the first time in four years that the team has gone undefeated in the fallout tournament and the Lady Colonels are extremely optimistic about the upcoming spring season.

The fall seasons have certainly set the tone for Wilkes' spring sports teams. As the basketball squads prepare for the start of their seasons in November, the tennis and lacrosse teams will take some time off to unwind and train for their inevitable spring campaigns and look to continue their dominance as they join the spring teams in early March.



Wilkes women's lacrosse team clinic set for local aspiring female high school athletes

by Alec Wizar

Correspondent

Lacrosse is growing in today's sports world, and Wilkes's woman's team is helping to expand on this increase of knowledge locally.

The upcoming Women's Lacrosse Clinic will be held this Saturday, Nov. 2, in the University Center on Main.

The clinic will be held from 10a.m. to 2p.m., and the cost of the clinic is \$40 per person.

The Wilkes University women's lacrosse team will come for the day and help with instruction while also helping to lead different stations throughout the clinic.

Women's lacrosse's Head Coach Kammie Towey and her Graduate Assistant Cassandra Cronin will organize and lead the clinic.

Girls from the area with an interest in lacrosse attend with hopes of bettering themselves.

"The girls that attend the clinic really enjoy working with a college lacrosse team, and they bond well with the girls," Towey said.

However, it's not just the attending girls who get something out of this event. The team

themselves get a sense of satisfaction from helping the local lacrosse players improve.

"We love working with the players and helping them improve in lacrosse, but more importantly, helping them become a better team player," Wilkes sophomore lacrosse player Tori Kerr said.

With lacrosse becoming an increasingly popular sport in the area, these clinics have become more important.

"The purpose of the clinic is to increase the knowledge of lacrosse in the area," Towey said. "Lacrosse is just starting to take off in this area so we put on clinics to make prospective players in the area aware of the fundamentals and basics of lacrosse."

Improving the area's lacrosse player's basic fundamental skills is only part of the overall goal of this event.

All of the coaches and the team also stress the importance of teamwork and sportsmanship.

For more information on the event, please go to www.gowilkesu.com



Powell AOTW from Page 18

Who do you try to mirror as a Free Safety?

As a Free Safety, Bob Sanders definitely before he got hurt, I feel like Bob Sanders is always in the box always getting big hits, always for the tackles. It's just weird because I usually catch more picks and I will get more tackles but I like how Bob Sanders plays. Bob Sanders is only like my height, so I feel like I'm small for a safety and although he's small you can't really tell on the field. He's always, he's always injured actually, he's always giving his full effort.

Do you think that your size actually helps you?

I would say yeah, because although I'm small in height, I'm not really that small of a guy. So when it comes to it, taller lankier guys it's easy to expose them I guess you could say. Whereas there is not as much power coming from behind them, whereas if you're small and more stocky then you can, you can definitely get a bigger hit. Since your center of gravity is already probably like a little bit in your knee bend, whereas if you're taller you've got to get a lot of knee bend in order to bring your power. Then you can get underneath people when you hit them, so that's always good.

If you weren't playing football what sport would you be playing?

17

Possibly running track or probably be playing basketball, I don't know. If from a younger age probably basketball but I just didn't really care about basketball that much, basketball was just always there, but if I wasn't playing football it would probably be basketball.

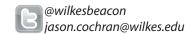
There was never the 'what sport is it going to be,' throughout your life?

Naw, never, I mean as a kid I played baseball, basketball and football. But I didn't really like baseball. My father wanted me to wrestle so I couldn't really play basketball and I didn't want to wrestle so I just dropped both of those and stuck with football.

What made you drop the wrestling?

I couldn't deal with losing weight, cutting weight and trying to make the weight and all that. I want to eat what I want to eat, I don't

For more with Jared Powell check out thewilkesbeacon.com for more online exclusive material about his affinity for his uniform and pregame rituals







By Jake Cochran

Editor-In-Chief

Jared Powell is a sophomore football player for Wilkes University's football team. Playing the position Free Safety on the defense and representing his defensive group the "Hustle Gang." Powell hails from Easton High School and recorded over 70 tackles in his senior year with five interceptions and one for a touchdown. Powell is a Communications Studies major and is planning on seeking a career in sports broadcast journalism.

Tell me about what you'd like to do within sports broadcasting.

I really would like to stay within football and probably just be on the sidelines and give the updates. Not so much broadcasting the games but more of the reporting and keeping people up to date with injuries and the sideline report-

Who is your favorite analyst, sideline report, sports personality?

Analyst, I'd probably go with Steve A. Smith

He gets a little controversial with his stuff.

Yeah he does it gives it a little bit more of a conversational vibe especially with Skip. They go back and forth, so it makes it more appealing. People want to watch the show.

Do you feel like their act is kind of contrived sometimes?

Probably, honestly, just it make it more ap-

What's your number and what position do you play?

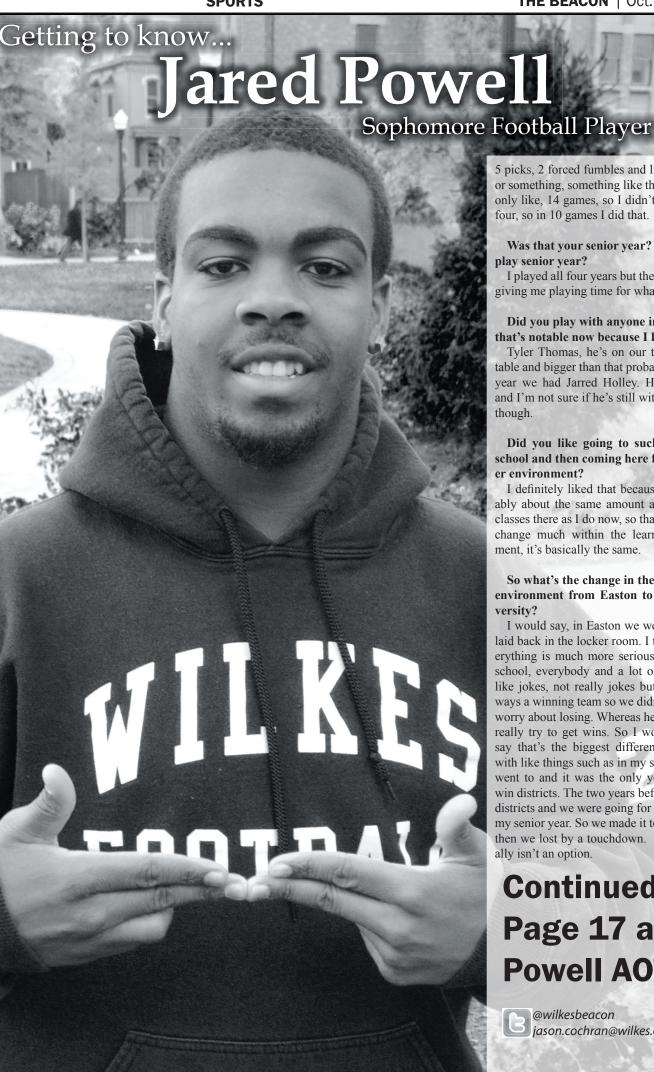
27, and I play Free Safety

Is there any reason for the number?

Naw they just gave it to me and I just stuck

But do you have any special achievements or records?

In high school I had, I led the team in picksinterceptions, I had five. I had one pick-six, a couple forced fumbles, and then basically I didn't start the first four games of high school, so I ended up the last 10 and ended up with the



5 picks, 2 forced fumbles and like 70 tackles or something, something like that. We played only like, 14 games, so I didn't start the first four, so in 10 games I did that.

Was that your senior year? Did you only play senior year?

I played all four years but they just weren't giving me playing time for whatever reason.

Did you play with anyone in high school that's notable now because I know you?

Tyler Thomas, he's on our team. But notable and bigger than that probably, freshman year we had Jarred Holley. He was at Pitt and I'm not sure if he's still with the Steelers

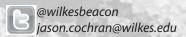
Did you like going to such a big high school and then coming here for the smaller environment?

I definitely liked that because I had probably about the same amount and same size classes there as I do now, so that really didn't change much within the learning environment, it's basically the same.

So what's the change in the locker room environment from Easton to Wilkes Uni-

I would say, in Easton we were a lot more laid back in the locker room. I think now everything is much more serious, like in high school, everybody and a lot of things were like jokes, not really jokes but we were always a winning team so we didn't ever really worry about losing. Whereas here we have to really try to get wins. So I would probably say that's the biggest difference especially with like things such as in my senior year we went to and it was the only year we didn't win districts. The two years before it we won districts and we were going for the three-peat my senior year. So we made it to districts and then we lost by a touchdown. So losing, really isn't an option.

Continued on Page 17 as **Powell AOTW**



'You Do What?!' Conquer sidewalk cracks with ease Introducing alternative sports to the world one weird look at a time

by Ashley Evert

L&A&E Assistant Editor

"You Do What?" is one incredibly unathletic girl's journey to explore alternative sports. Check back every week for my take on sports I once knew nothing about and now find fascinating.

Longboarding is something that most people may not be familiar with, but is easily explained as "those really long skateboards that kids are riding now."

College-aged students are finding it becoming more and more popular around campuses across the nation.

Lyssa Scott, a sophomore integrative media major, attributes this to the brand Sector 9 making boards available at major retail outlets. Before longboards showed up everywhere, it was typically a coastal activity.

Scott said, "I remember seeing it on the beach and in surf shops and then at the mall near my house in Pennsylvania."

The marketing of longboards has made the sport much more accessible to people all over the country.

Scott also attributed the longboarding trend to the fact that, "once ten people have something on a college campus, everyone has to have it."

Think about how many people longboarded in high school, then consider how that has multiplied exponentially when arriving at college.

She got into longboarding by idolizing Spain's Longboarding Girls Crew. She explained this group as the girls who are "hardcore skaters" that helped to make long-boarding popular.

The gaining popularity of this activity has formed massive gatherings of longboarders. One of the most popular is called the "Broadway Bomb" which takes place in New York on Broadway.

According to broadwaybomb.com, "The Broadway Bomb started in 2000 as a branch off from the Central Park Race.

While the Central Park Race was satisfying, many yearned for something more. Ian Nichols and Fred Mahe came up with the idea of a race to skate in traffic and called it the Broadway Bomb.

The first race was small, only 14 skaters. This year on the tenth anniversary we expect to have over 1000 skaters."

Not all longboarders participate in such intense skating. Many skaters simply used the activity as a way to get from point A to point B.

Longboarding is a quick way to get around campus by "cruising," which is exactly like cruising in skateboarding: the skater pushes the board along with one foot and leisurely cruises along the pavement.

Another type of skating is called "bombing hills," which is where a skater finds the biggest hill they can and skates down it as fast as they can.

Speed can be controlled by "carving," which Scott compared the side-to-side skating where the skater shifts his or her weight



The Beacon/ Ashley Evert

College-aged students are finding longboarding gaining popularity around campuses across the nation. What was formerly a strictly coastal activity has been slowly gaining landlocked appeal due to it's simplicity and easy ride.

to "running down a hill zigzagging back and forth instead of straight down."

Boards can range from 35" to 40", whereas skateboards are usually about 30". People prefer longboarding to skateboarding because the board creates a smoother ride due to that fact that it is heavier and has bigger wheels than a skateboard. Bigger wheels allow for more stability.

Mike Grobinski, a junior mechanical engineering major, compared longboarding

to snowboarding. He said that the physical aspects of these sports are very similar. Grobinski said longboarding is, "the next best thing besides snowboarding for the summer."

Grobinski recommends that beginners look for a board that is between 36" and 40" with big, soft wheels and single kingpin trucks. What these features will provide is a board that rides smoother, so it is easier for beginners to learn and get the hang of longboarding.

The Wilkes Longboarding Club no longer

exists, but anyone interested in learning how to longboard can contact Mike Sawka (michael.sawka@wilkes.edu) or Scott Mantua (scott.mantua@wilkes.edu).

They are both willing to take the time to teach anyone how to skate and have extra boards for those who don't want to invest in one right away.



The Beacon | Oct. 29, 2013



Women's Soccer defeats crosstown rival King's College in overtime thriller as the Men's team lands a draw

and other details on page:

6