The Silk Road: online blackmarket

By Dmytro Bashchynskyy  
Staff Writer

Over the past decade the internet has become a crucial part of the world. It is so deeply integrated into people’s personal lives as well as the global economy that it is almost impossible to imagine life in 21st century without it. The web is used by private citizens, businesses, governments, and even criminals. Over the past 10 years crime has moved its operations to the web, becoming a bigger problem than ever before. Internet criminal activities are out of control, more so than you could ever imagine.

A very eye opening example of crime on the web is the Silk Road. It is not a reference to a historical trade route that you can read about in the books, but rather an electronic marketplace for illegal drugs, counterfeit items, and more. It launched in February 2011 and operated until October 2013 when it was finally shut down by the FBI.

The website primarily focused on the sale of illegal drugs like, heroin, crystal meth, cocaine, LSD and cannabis. Drug sales attributed to 70% of its trade volume. The other 30% of sales were split between fake currencies, other counterfeit items, and pornography. People have nicknamed this website the Amazon of drugs.

It had a fully functioning and very detailed vendor review system resembling that of online giants. Clients would purchase drugs, try them, test them in the lab for purity, and then post reviews and rate vendors for their products. There was also a conflict resolution system in place that helped clients dispute with vendors over problem with sales. Items that were forbidden to be sold on the website were those used to harm or defraud, like assassinations, stolen credit card information, child pornography and weapons of mass destruction.

To put things in perspective as to how big Silk Road was, based on the seized server data, the FBI has estimated over 1.2 million transactions were completed on the website during its existence. It generated over 1.2 billion dollars in revenue and hosted over 140 thousand buyers and four thousand vendors.

Without a shadow of a doubt, Silk Road was a big and very efficient business. One of the first questions that comes to mind when learning about Silk Road, is how can something like this exist, without being immediately punished and put to heel by law enforcement, which in light of recent revelations about NSA’s unparalleled data tracking abilities, seem to be all knowing. Silk Road might have been the biggest to date, but it is just one out of many illegal marketplace sites and exchanges that exist on the internet. There are two primary reasons as to why and how, something like the Silk Road can exist.

The most important reason is something called The Onion Router (TOR). It is a free software, widely available on the internet that was originally developed with the sponsorship and resources from US Naval Research laboratory, State Department and Electronic Frontier Foundation. This program encrypts data traffic in a unique way, and writes it through numerous web relays which decrypt a layer of information at a time (henceforth nicknamed onion router). It is so efficient at what it does, that it gives its users complete anonymity on the web, concealing their location, and data being transferred. A set of NSA revelations, from British news agency The Guardian, have shown that even the NSA has an enormous amount of trouble decrypting TOR encrypted data.

Silk Road, websites alike and their users all use TOR in order to conceal their activities and even their very existence. If you were to google Silk Road, or search through any other search engine, you would not find it. TOR encryption prevents search engines from ever indexing such websites and adding them to their search database. Only a user that uses TOR and knows the website URL address can find it. That is why law enforcement has trouble not only tracking activities of such websites but simply learning of their existence is not that simple.

Until recently the situation with illegal trafficking on the web has not been that dire. Even if the transactions and users are anonymous on the web, they still leave plenty of financial traces due to real world money used in transactions, allowing law enforcement to eventually track down and catch criminals. Recently, however, the situation has escalated to a much more desperate state. This leads to the second reason as to why and how such websites exist, and it is
MyPath Gives Exploratory Students Opportunity to Discover Academics Areas of Study

By Harris Roberts  
Staff Writer

The MyPath Showcase will give students looking to choose a major, concentration, or minor an opportunity to learn more about select areas of study. The MyPath Showcase will start in Janikies Theater on Wednesday, February 12th from 2:00-5:30pm. During this event students will be able to listen to two brief presentations by departments of their choice. The event will be kicked off by keynote Patrick Combs who will talk about "Majoring in Success!" The showcase offers primarily first and second year students the ability to explore multiple academic paths. Additionally students who attend will be eligible for drawings including a grand prize spring break trip.

The MyPath Showcase will give students a chance to talk with faculty from up to two different departments in a small, comfortable setting. Each department will have 30 minutes to present and answer questions. In addition to faculty, each room will have an upper class student who is concentrating in that academic field of study. Students can expect engaging presentations that will clarify the academic curriculum, internship, and post graduation opportunities.

The keynote speaker Patrick Combs has appeared on national television and has spoken for more than 500,000 students. He often speaks on topics including overcoming obstacles, personal growth, fearless living, and working smart. Patrick will kick off the event at 2:00 p.m. in Janikies Theater. 

Academic sessions will occur in classrooms and students will receive a raffle ticket for each event they attend. The MyPath program is a collaboration between Academic Advising and The Amica Center for Career Education. For more information on the event contact either of the departments or find more information on their social media accounts.

LARCENY
Feb 09, 2014-Sunday at 01:36 Location: RESIDENCE HALL
A student called DPS and reported someone had stolen her backpack with valuables in it.

LARCENY
Feb 09, 2014-Sunday at 02:32 Location:TOWNHOUSE
While gathering info for report #140464 a female reported a theft that had happened.

VANDALISM (SCHOOL BUILDING)
Feb 09, 2014-Sunday at 04:20 Location: Residence Hall
A DPS officer responded to a report of vandalism to a window in a Residence Hall.

BIAS INCIDENTS: None Reported
To report a bias incident or hate crime, go to www.bryant.edu/bias or call the Bias Incident Hotline at 401-232-6680.

Bulldog Bulletin
The Archway: Writers’ Meetings, Mondays 5:30pm, Fisher Student Center, Room 3
Bryant Pride: Thursdays 5:30pm, Fisher Student Center, Music Conference Room
Finance Association: Tuesday (2/11) at 5:00pm, Fisher Student Center, Room 2C
CEO: Thursdays 5:30pm, Fisher Student Center, Room 2C

Contact Us
If you need to contact The Archway of any staff member, please feel free to use the contact information listed below.

The Archway
Bryant University, Box 7
1150 Douglas Pike
Smithfield, RI 02917
Location: Fisher Center room 1
E-mail: archway@bryant.edu

Admissions
The Admissions Office is located in the Communications, Finance/Financial Services, History, Management, and Sociology.

CEOs
The CEO of each department is located in the Accounting Department.

Finance
The Finance Department is located in the Accounting Department.

Human Resources
The Human Resources Department is located in the Accounting Department.

Information Technology
The Information Technology Department is located in the Accounting Department.

Bias Incidents
Bias Incidents are reported to The Bias Incident Coordinator. The Bias Incident Coordinator is located in the Accounting Department.

Bias Incidents: None Reported
To report a bias incident or hate crime, go to www.bryant.edu/bias or call the Bias Incident Hotline at 401-232-6680.
because of bitcoins. Bitcoins are a digital, demand-driven currency that appeared in 2009. No one knows where it came from or who created it. That doesn’t change the fact that a single bitcoin is worth over $700 and currently rising. It has become very popular in recent years, as online sales and internet usage are on the rise. It is not controlled or regulated by any government entity but rather by the pure forces of supply and demand. In addition, it utilizes a complex encryption system that makes bitcoin transactions untraceable.

Silk Road used bitcoins for all transactions, enabling its owner, who was receiving a commission-based income from each transaction, and all of its users, to hide behind a double wall of not only online but also financial anonymity, making them extremely hard to track.

On October 2, 2013, the FBI tracked down and arrested Ross William Ulbricht, also known as “Dread Pirate Roberts,” who was the founder and owner of Silk Road. Shortly after the website was seized Ulbricht was not the only person arrested in connection with illegal drug trade and Silk Road. Over the years a number of drug dealers and counterfeit producers have been arrested as well. However, the total arrest count in regards to Silk Road remains very low due to the digital nature of bitcoing which means that the total amount of registered website users was in the hundreds of thousands.

Even though Silk Road was eventually taken down, it existed long enough to become world famous. No matter how unlawful and wrong this website may seem, it is nothing compared to the many other drug trading, child pornography distributing, assassination selling, and terrorist recruiting websites that exist on the web. Hiding behind the walls of TOR and Bitcoin, to add insult to injury, Silk Road was reopened on November 6, 2013, and is now once again, the internet’s biggest illegal marketplace.

Immediate technology upgrades are in order.

Student Center.

A liberal arts major at Bryant University

By May Vickers
Staff Writer

Popular television shows like Crime Scene Investigation (CSI) have catapulted forensic science into the popular forefront by highlighting the tremendous advances made in the field of forensic science. Forensic Science represents an exciting field filled with countless opportunities for those dedicated to the field. If you would like to pursue a career involving police and medical investigations of crime scenes and criminal acts, Bryant University’s twenty-one credit forensic science concentration is the correct place for you.

According to the Bureau of Labor Statistics, employment of forensic science technicians is expected to grow six percent from 2012 to 2022. As of 2012, the United States had 12,900 employed forensic scientists. In addition, the use of forensic evidence in criminal proceedings is expected to substantially expand partly because of the media exposure to forensic science which has created expectations that forensic evidence should contribute to court cases and trials.

Typical job duties of forensic scientists include analyzing crime scenes to determine what evidence to collect, photographing crime scenes and evidence, sketching crime scenes, recording observations and findings, cataloging and preserving evidence for transfer to crime laboratories, and using scientific analyses to determine potential links between suspects and criminal activities. Forensic science technicians have the opportunity to specialize in natural sciences or engineering depending on their preference.

Bryant University’s Forensic Science Concentration was established by the Department of Science and Technology in the College of Arts and Sciences, using guidelines from the Council of Forensic Science Educators (COFSE) and designed to match certification requirements from the American Academy of Forensic Science (AAFS). This professional concentration will prepare you to navigate through more advanced studies such as post-graduate education in areas including trauma assessment, forensic photography, ballistics, medical entomology, soil and chemical analysis, biochemistry, geographical information systems (GIS) mapping, bioimaging, DNA analysis, pharmaceutical science and/or medical studies.

Due to Bryant University’s culture and the small size of the program, students in this concentration have the unique opportunity to specialize in their area of interest by collaborating and working with dedicated faculty. Due to the small size of the program and technical expertise of the faculty, students are expected to take advantage of these opportunities to gain practical work experience and can participate in additional special skills training opportunities.

Students with a concentration in Forensic Science can further gain a competitive advantage before entering the job market by pairing their concentration with existing majors and minors in the Department of the Natural Sciences. Examples of majors and minors include Biology, Environmental Science and Biotechnology. In this curriculum, students can attend special guest speakers from many different organizations including law enforcement, health management, genetic analysis, medical assessment and DNA testing.

To complete the twenty-one credit concentration, students are required to choose a capstone course. Examples include Introduction to Criminal Analysis, Industrial Analysis for Environmental Life Sciences, Environmental Toxicology and Risk Assessment. A directed study either conducting research or working at an internship. Students can request further information about the requirements of the program or specific courses at http://www.bryant.edu/academics/undergraduate/courses-of-study/forensic-science.htm.

Bryant University’s program provides students with some of the best opportunities to succeed in the competitive job market. The small size of the program and collaborative faculty allow students to specialize in their interests and truly discover their passion for the subject matter. With exposure to internship opportunities, special guest speakers and laboratory analysis, students are well prepared to dive into post-graduate education or an entry-level position upon graduation. For further information please contact Professor Smith, rsmith15@bryant.edu or Professor Langbus, langbus@bryant.edu.

Student survey results are in!

By Conor Haraden
Contributing Writer

Last semester, shortly before break, the Student Senate sent out a survey by email to all strategic group representatives for the semester. The survey asked students questions ranging from their common area to the issue of heating and ventilation of their rooms. The main purpose of said survey was to compile data regarding common issues and complaints that residents on campus have with their halls. Also to see areas of the halls that can be improved upon.

The results showed an unexpected amount of responses from students on the different strategic groups, most notably the freshman halls (Halls 14-16) and Hall 17 seemed to be quite content with the current heating and air conditioning, whereas elsewhere else (lower sophomore excluded) the temperature control is an ongoing issue. Not surprisingly Hall 14 and 15 residents expressed some concern for the bathrooms, specifically the state of disrepair that the current shower curtains and floors are in.

Being a Hall 14 resident myself, I can attest to these concerns. Some of their residents, however, are quite content with their bathroom. In regards to Res Life the freshman halls gave a high approval rating to the programs put on by some of their resident assistants. However, trash bags and toilet paper supplies remain an issue to those living in upperclassman halls. Residents of the village suites reported that they did have issues with the carpeting. Surprisingly many students reported issues with the furniture being in disrepair or dismantled before the end of the semester.

More specifically it was found that Hall 12 would like to have better heat control and more washing and drying machines, a concern that is shared by residents of Hall 14, 9, 7, and 5. Hall 1 residents expressed an interest in a recycling option and increased pick up times for trash disposal. Hall 8 residents expressed concern for a supply closer to their hall and for having a bigger paper dustpan.

Hall 4 residents polled in with a high concern for noise and, interestingly enough, a way to meet more residents. Students are well prepared to dive into post-graduate study or an entry-level position upon graduation. For further information please contact Professor Smith, rsmith15@bryant.edu or Professor Langbus, langbus@bryant.edu.

Follow us on twitter! @Thearchway
Tupper’s Tidbits

Tupper’s Top 5 ways to show Bulldog love!

By Iron Clad Tupper I

After a win, I like to absorb the positive energy from the court so I can bring it to the next game... (Christina Serra)

In love is the air this way. No, I swear, it’s not me... I know mom puts garlic in my food, but I'm really not that gassy. Really. Okay, I know SOME bulldogs are, but what are ya gonna do? It’s hard to suppress bad food functions!

Anyway, back to love. It’s Valentine’s Day week. The day created to make all humans miserable. Or that’s how it seems to me. No, no, don’t get it wrong – I’m a lover of love. If you’ve met me, you know this is true. I love to hold hands. And have you scratch my bum and pet my top forehead wrinkles.

Most bulldogs are inherently love lovers. But I’m going to tell you how you can show me love even if I’m not around. I present to you “Tupper’s Top Five Ways to Show Bulldog Love”.

5. GO TO A GAME ON CAMPUS! Your Bulldog teams would love your support. This Saturday, Men’s Lacrosse has their home opener at 1, and the Women’s and Men’s Tennis teams take on Hofstra at 6:30 and 7, respectively. Wondering how I know this? Check out bryantbulldogs.com/composite. Bookmark it. P.S. Those LAX parents come to every game and they are VERY energetic fans.

4. DONATE! Time or money – they’re both important. Check out “The Bryant University Community Service Office” Facebook page for more information on volunteering. Or you can volunteer to make a chunky potato (bulldog) through a local bulldog rescue. Long Island Bulldog Rescue helps all bulldog breeds. They always need volunteers or money. Or you can make a tax-deductible donation to Bryant and put “Tupper care” in the memo line.

3. Lifestyle Habits: Some cravings are not due to hunger, but your mind will be filled with images of pink zebras. The first thing most people crave is sugary food. How ‘bout we surprise everyone during a televised game with a choreographed cheer/dance? I can help you coordinate – get at me!

2. Take Control: If you’re stressed out or upset then you need to be conscious of your eating patterns. Starve yourself and if you find yourself daydreaming about that fatty cheeseburger during an afternoon lull, or craving a sweet dessert even though you’re full from dinner, you may need to discover the real reasons behind your cravings.

1. Dieting: If someone told you not to think about pink zebras, your mind might be craving nuts and bolts. “Why do I even want that?” you might ask. What are ya gonna do? The Archway is a win-win. The Archway is a way of life, not just a quick fix. You need to be conscious of your eating habits to change the physical and/or psychological behavior causing them. Here are a few ways:

- Eat meals and snacks through the day—try not to exceed 4 hours without one.

- Remember to combine a protein with all meals and snacks—protein will help to keep you fuller longer.

- Don’t deprive yourself! Stop Dieting! Banning certain foods from your eating pattern will only make you want them more. Rather than blacklisting certain foods try the 90/10 model. Eat healthy balanced plates 90% of the time and indulge 10% of the time.

- Have smart snacks! If you know that you have to go several hours without a meal then HAVE A PLAN. Carry snack bars with nuts, a handful of high fiber cereal, or a bag of pretzels at all times. Other good snack choices include yogurt parfait, apple and peanut butter, or a banana with a sprinkle of crackers. Note: these all include a protein option.

- Drink plenty of water.

- Water, besides being necessary for survival, helps eliminate cravings. Your body needs at least 60-100 ounces of water per day for optimal functioning.

- Master the art of distraction.

- Good cravings last no longer than 20 minutes. Try to distract yourself in an activity that last longer than 20 minutes: Shopping. Find a friend or a taking a shower is simple ways to avoid a craving. If you still “want” that craving, have it!

Tupper’s Thoughts

Combat Crazy Savings

By Debbie Turner

Registered Dietician for Bryant University Dining

Winter blues are brutal and somehow defer all any chance of staying on the healthy eating train. Eventually you find yourself mindlessly and before you know it, your pants are tight. When it’s cold we tend to eat sugar, high fat “comfort foods.” Once these sugars and fats are in the blood, you continue to crave more. Stop the cycle with the following knowledge.

What is a craving? A craving by definition is an intense, urgent, or abnormal desire for some particular thing; desire is a strong wish for something.

Food cravings can be very powerful, and if you find yourself daydreaming about a fatty cheeseburger during an afternoon lull, or craving a sweet dessert even though you’re full from dinner, you may need to discover the real reasons behind your cravings.

Cravings may bombard your mind for many reasons, but a hunger usually is not one of them. Once you figure out why you’re craving, then you can work on control, and hopefully, get through the day without getting out of control. Most cravings are not the result of poor willpower but have simple physiological causes and can be easily controlled by eating a diet that incorporates all food groups.

Four common causes of cravings:

1. Dieting: If someone told you not to think about pink zebras, your mind would be filled with images of pink zebras. The same goes for dieting, when you ban certain foods from your diet or label foods as “Good” and “Bad” (i.e. carbohydrates or fats), you are going to make the food you are trying to avoid. This leads to binging and low self esteem.

2. Bodily Needs: It’s possible that you may be craving nutrients your body is deficient in such as:

- Calories: Going longer than 4 hours without eating will spiral a craving. When we go a long time without eating, the first thing most people crave is sugary carbohydrates (cookies) and/or fats (a chocolate bar, French fries). In this case your body is requiring more calories and calls for the most it can get in a short time.

- Imbalanced Nutrition: A good visual for a meal is to make half your plate vegetables/salad, quarter of the plate a starch and the other quarter a protein.

3. Lifestyle Habits: Some cravings exist due to habit. For instance, your family may have eaten dessert every night after dinner while you were growing up. Now, if dessert doesn’t appear every night after dinner, you may crave something sweet. Or maybe associations can trigger cravings. Watching movies, for example, is heavily associated with eating popcorn and candy.

4. Emotions: Emotions can also lurk at the root of food cravings especially if you consider certain foods “comfort foods.” If you continually reach for candy every time you’re stressed out or upset then you may begin to associate the taste of candy with feeling better.

Combating the Craving:

In order to fight cravings it is important to recognize them and then change the physical and/or psychological behavior causing them. Here are a few ways:

- Eat meals and snacks through the day—try not to exceed 4 hours without one.

- Remember to combine a protein with all meals and snacks—protein will help to keep you fuller longer.

- Don’t deprive yourself! Stop Dieting! Banning certain foods from your eating pattern will only make you want them more. Rather than blacklisting certain foods try the 90/10 model. Eat healthy balanced plates 90% of the time and indulge 10% of the time.

- Have smart snacks! If you know that you have to go several hours without a meal then HAVE A PLAN. Carry snack bars with nuts, a handful of high fiber cereal, or a bag of pretzels at all times. Other good snack choices include yogurt parfait, apple and peanut butter, or a banana with a sprinkle of crackers. Note: these all include a protein option.

- Drink plenty of water.

- Water, besides being necessary for survival, helps eliminate cravings. Your body needs at least 60-100 ounces of water per day for optimal functioning.

- Master the art of distraction.

- Good cravings last no longer than 20 minutes. Try to distract yourself in an activity that last longer than 20 minutes: Shopping. Find a friend or a taking a shower is simple ways to avoid a craving. If you still “want” that craving, have it!

- Take Control:

- Now that you have an idea about what induces a craving, you can begin recognizing what causes your craving, outwit your craving until it passes, or give your body a healthy alternative to fatty food.

- Ask yourself these questions to determine hunger vs. craving:

- When did I last eat? Was it more than 4 hours? If not then it’s a craving.

- Did I eat something that could be a Protein (ex. Salad with chicken, Stir fry with meat or tofu)? If yes then it’s a craving.

- Did I eat enough to be satisfied (not full?) Stopping before you are satisfied will leave you wanting something. However, eating until you are thanksgiving full will leave you bloated. Find your balance. You are the only one who knows your body.

- Did you eat something that you liked? If you are eating for your “diet” chances are you are not liking it and ultimately setting yourself up for a craving binge.

Eating healthy is a way of life, not a short fix. You need to be conscious of your eating patterns and practice good behaviors every day. All foods can fit into a healthy eating plan. Remember, combining all meals and snacks with a protein will keep you full and satisfied longer.

- Examples:

- Toast with Eggs and a piece of fruit

- Yogurt and Cottage Cheese with granola

- Cereal with low fat milk and fruit

- Peanut Butter and Jelly Sandwich with sparkling water

- Salad with Chicken, Beans or Tofu

- Stir Fry with meat or tofu

- Pizza with a large Salad

- Cheeseburger with a side of veggies or salad

Entrepreneurship

Continued from Page 1

how he created success by rejecting all of the sharks offers. Dave estimates that going on the show was worth more than $3 million in advertising. Dave projects his sales for this year will exceed $85 million. The show was worth more than $3 million in advertizing. Dave projects his sales for this year will exceed $85 million. Dave attributes his success to the high quality of product and service he delivers to his customers.

BUNEEC takes a different approach towards an entrepreneurship conference. CEO President Renee Lawlor said, "We used to go to national entrepreneurship conferences and get really motivated, just to have the post conference high wear off in two weeks." BUNEEC is structured to allow for inspiration and personal success stories during keynote sessions and then focused breakout sessions follow. In the break out sessions presenters teach specific skills necessary to launch a business. The topics range greatly and will benefit not only entrepreneurs but any students looking for personal and professional development opportunities.

Workshop topics cover issues including: sourcing international products, branding, team leadership, the lean startup, intellectual property, and many more topics. Many speakers are highly coveted and bring vast industry experience. Hannah Chung will speak on Saturday on "Creating a Killer Presentation." Hannah has been branding, team leadership, the lean startup, intellectual property, and many more topics. Many speakers are highly coveted and bring vast industry experience. Hannah Chung will speak on Saturday on "Creating a Killer Presentation." Hannah has been featured in Mashable as well as GOOD magazine and in 2012 was named one of the "Top 11 Women to Watch in Tech" by Inc Magazine.

The conference is both Friday evening and Saturday. Attendees will be fed multiple catered meals, and there are also many prizes and giveaways for students to win from local sponsors. Registration is limited and once tickets are gone students will be placed on a waiting list. Students can sign up for the conference at www.buneecc.com by using the promo code BUSTU.
In Memoriam: Philip Seymour Hoffman

By Nicholas Calabro
Staff Writer

On February 2, 2014, Hollywood mourned. They mourned the loss of the critically acclaimed actor, Philip Seymour Hoffman. While he was found dead in his apartment, a death believed to be caused by a heroin overdose. In fact, the needle often associated with this drug was still in his left forearm when he was discovered. The death was not the first time that the actor used heroin, he had been struggling with substance abuse in the past, though at one point he had racked up twenty-three years of sobriety. According to the New York Post, at 11:15 he was found by his friend David Bar Katz and personal assistant Isabella Wong-Davey. When CPR did not work, they called 911 and Philip Seymour Hoffman was pronounced dead half an hour after the initial discovery.

Philip Seymour Hoffman was trained as a stage actor, but his film career began with his performance in 1997 with “Boogie Nights.” However, it was his performance as the title character in 2005’s “Capote,” that catapulted him to the Hollywood spotlight. His portrayal of that Oscar for Best Actor. In addition, he also received nominations for his performances in “Double,” “Charlie Wilson’s War,” and “The Ides of March” according to the New York Post. So, what made Philip Seymour Hoffman one of the greats?

Entertainment Weekly writer Owen Gleiberman says that it all started, again, with 1997’s “Boogie Nights.” When discussing Philip Seymour Hoffman, as homosexual Scotty J, is rejected in possibly the worst way, he lets the emotion out in his car. Gleiberman writes: "Hoffman held up the mirror to something that actors, even great ones, almost never have the courage to look at—a man’s identity and an ordinary person.” And he would continue to show the humanity in his characters for the rest of his career. And if you thought he could only portray characters like Scotty J, then you were very far from the truth.

The importance of fellowships

National Wildlife Federation Campus Ecology Program

By May Vickers
Staff Writer

What is a fellowship? How is a fellowship different than an internship? Why should you apply? A fellowship can offer many opportunities that may not be available through other means. Fellowships represent an opportunity for professional development through research and collaboration between different stakeholders to enact positive change. Fellowships are often sponsored by specific organizations that provide training and reflection to support the fellow’s growth. In May of 2013, I applied to the National Wildlife Federation’s Campus Ecology program with my project proposal for No Light Left Behind, a feasibility-study and analysis for opportunities for solar power at Bryant University.

The National Wildlife Federation is an organization dedicated to protecting wildlife and habitats through conservation. The National Wildlife Federation strongly encourages and inspires America’s youth to take action regarding green education and sustainability efforts. The Campus Ecology program was founded in 1989 to include funding for student outreach programs, campus consulting, climate action competitions and educational events. The successfulness of this program has brought green/sustainable actions to over one thousand campuses annually in the United States and the United Kingdom.

Without the support of the National Wildlife Federation and the Campus Ecology program, I would have found it more difficult to discover avenues for net zero-applications and resources to organize the opportunities for renewable energy at Bryant University. This program has provided me with funding to analyze how installing solar panels on top of Bryant University’s outdoor lighting systems will increase the university’s triple bottom line (people, planet, profit). This project was inspired by the increasing trend towards sustainability not only in corporations but campuses worldwide. With the higher education sector spending approximately $10 billion each year on energy, colleges nationwide are infusing renewable energy into their campus culture. Benefits of on-site renewable energy development include reduced energy costs, enhanced service reliability, positive environmental impact and a carbon footprint.

While many argue that the initial investment in renewable energy can be substantial, my research for this fifteen month fellowship has proven the feasibility. For example, several colleges who have installed and use solar-photovoltaic systems have been able to obtain a 30 percent investment tax credit to cover the cost of all equipment and its installation. Many competitors of Philip Seymour Hoffman, as homosexual Scotty J, is rejected in possibly the worst way, he lets the emotion out in his car. Gleiberman writes: "Hoffman held up the mirror to something that actors, even great ones, almost never have the courage to look at—a man’s identity and an ordinary person.” And he would continue to show the humanity in his characters for the rest of his career. And if you thought he could only portray characters like Scotty J, then you were very far from the truth.

9. Remove and immediately press reserved chocolate onto the top of the cookie. It

8. Bake for 8 minutes, remove from oven, and press marshmallow half onto the top.

7. Use 1/3 cup of cookie dough for each cookie, pressing mixture evenly into the pan.

6. Melt the chocolate bars, then carefully remove from pan, transferring to a wire rack to continue cooling.

5. Stir in your Marshmallow Bits and chopped milk chocolate bars.

4. Use 1/3 cup of cookie dough for each cookie, pressing mixture evenly into the pan. When you place the dough in the individual muffin spots, press down in the middle of each cookie, using your thumb so a small indent is made to fit the extra chocolate and marshmallow that are applied later on.

3. In bowl, mix butter and sugar together until light and fluffy; about 2 minutes. Turn speed down, and add eggs and vanilla, mixing until smooth.

2. 1/2 cup flour

1. Preheat the oven to 350°.

Deep Dish S'more Cookies

By Kelsie Hollenbeck
Staff Writer

Are you craving a little summer after trudging through all this snow? I can’t say there are foods as enjoyable as bringing you that long awaited sunshine, but I can guarantee they will send you off into a summer daydream. With the mixture of graham cracker crumbs, Hersey’s chocolate, and marshmallows, you’ll think you’re sitting in front of a roaring fire that’s cracking right before your eyes. The combination of the s’more’s taste and a chocolate chip cookie is probably one of the least known, but BEST groupings ever… it may even beat out peanut butter and chocolate! And to make this cookie even more amazing, you top it off with additional chocolate and marshmallows just to get that classic gooey s’mores effect. Safe to say, the Deep Dish S’mores Cookies may just beat s’mores themselves. If you don’t believe me, I just dare you to bake them yourself: your stomach will be glad you did.

Ingredients (makes about 15 Deep Dish S’mores Cookies):

Cookies:
- 1 cup butter, room temperature
- 1 1/2 cups light brown sugar
- 2 eggs
- 1 1/2 cups light brown sugar
- 1 1/2 cups graham cracker crumbs
- 1/2 cup flour
- 1/3 oz container Marshmallow Bits, or 1/3 cup mini marshmallows
- 2 cups coarsely chopped milk chocolate bars (about 6)

Toppings:
- 8 Large Marshmallows, cut in half
- 2 Melk Chocolate Bars broken into pieces

Directions:
1. Preheat the oven to 350°.
2. Spray muffin pan or muffin top pan with cooking spray. You can also bake these without the muffin top pan. Just place the dough on baking sheet, 2 inches apart and bake for 8-9 minutes, following the same guidelines as used for the muffin pan. If made in a muffin pan, you can use muffin liners to make less of a mess.
3. In bowl, mix butter and sugar together until light and fluffy, about 2 minutes. Turn speed down, and add eggs and vanilla, mixing until smooth.
4. Add graham cracker crumbs, brown sugar and salt.
5. Turn mixer to low, and add flour until just combined.
7. Use 1/3 cup of cookie dough for each cookie, pressing mixture evenly into the pan. When you place the dough in the individual muffin spots, press down in the middle of each cookie, using your thumb so a small indent is made to fit the extra chocolate and marshmallow that are applied later on.
8. Bake for 8 minutes, remove from oven, and press marshmallow half onto the top. Continue baking for 4-5 minutes until marshmallow is puffed and slightly golden and cookie is lightly golden.
9. Remove and immediately press reserved chocolate onto the top of the cookie. It will melt from the heat.
10. Allow cookies to cool in pan for at least 10 minutes. Losen edges with knife and carefully remove from pan, transferring to a wire rack to continue cooling.

In two years, Philip Seymour Hoffman went from the socially awkward Scotty J to the rich playboy, Freddie Miles in “The Talented Mr. Ripley.” Why is this performance special? According to Gleiberman, “Hoffman made you feel the nearly tactile joy of Freddie’s all-American blustering decadence.” This was more than another excellent performance, because by playing polar opposites with equal acclam, Philip Seymour Hoffman had proven his versatility. The fellow once, he was Lester Bangs in “Almost Famous.” Here, he put part of himself into his character because, “he knew all too well what corporations were always going to ask artists to do.” And his best performance was yet to come.

Certainly, his portrayal of Truman Capote is the obvious choice to receive this title. Gleiberman believes that it simply is his best. In referring to this performance, he said, “for the first time, Hoffman was playing an immensely powerful man in dapper clothing, and so he was able to assemble the twin dynamics of his acting.” In other words, this was his best performance because he had him combine what worked with Scotty J and Freddie Miles into one Oscar worthy performance. Now that all is said and done, “what I will cherish about Hoffman, is his stunning commitment to the truth of his characters, and the fearless infusion of them with every aspect of his love and pain. These combined to create a human reality on screen that you could not shake, could not deny, and could never, ever forget.”

When Philip Seymour Hoffman died, he was at the relatively young age of forty-six. As I see it, we are grieving over two interrelated things. First, it is the loss itself, and what it means to his family and friends. I find that their pain is completely unimaginable to say the least. Second, we grieve over what could have been. His last performance was in the ongoing “Hunger Games” series after all. In the case of Philip Seymour Hoffman, I agree with Owen Gleiberman when he says, that with performances that “tap the outer reaches of an audience’s empathy that have touched our hearts and when we hear about his death, the shock may be hard to get over. This is because it is almost literally hard to imagine the universe without his presence.”
When I first heard about 3D printing it was as if something had been ignited in my imagination. It was a new kind of technology, a new kind of art form, and it made me think about the possibilities it could bring.

What is 3D printing? It is a process which allows you to create a three-dimensional object from a digital design. The object is created by layering material, such as plastic or metal, on top of each other.

The most popular type of 3D printing is called Fused Deposition Modeling (FDM). In this process, the printer takes a material that most commonly consists of thermoplastics in the form of a wire. The wire is fed through a nozzle where it is heated to a temperature that causes it to become tacky and pliable. The heated material is then extruded through the nozzle and onto a build plate. As the material cools, it solidifies and adds a layer to the object it is printing. These 3D printers are currently the most affordable and easy to use. Companies are also developing 3D modeling software to accompany their printers, making them even more user-friendly.

The second type of 3D printing that is accessible for home use is power bed head printing. This type is more expensive than extrusion printers but offers many more possibilities. With this type of printing, the printer actually gets filled with a powder material that I hadn’t learned about yet. This Powder Bed Fusion (PBF) technique is used to create objects in a more controlled environment. The wire is fed through a nozzle where it is heated to a temperature that causes it to become tacky and pliable. The heated material is then extruded through the nozzle and onto the build plate. As the material cools, it solidifies and adds a layer to the object it is printing. These 3D printers are currently the most affordable and easy to use. Companies are also developing 3D modeling software to accompany their printers, making them even more user-friendly.

The third type of 3D printing that is possible is stereo lithography (SLA). In this process, the printer takes a material that most commonly consists of liquid. The liquid is placed in a vat, and the printer builds up an object by adding layers of liquid to the top of the vat. The object is then submerged in a chemical bath that causes it to harden. Once you remove your object and brush away excess powder, one would coat the object with wax to strengthen it and then clean it. However, if you were to use ceramic powder you could use a kiln to bake the object just like you would a ceramic sculpture. Knowing that it is already possible to own your own 3D printer, what would you create? The possibilities truly know no bounds, especially considering that innovations and improvements are being made daily. 3D printers have been used by companies to create inexpensive prototypes for years already, but now they’re becoming a bit more significant. There are actually printers that can replace human body parts using human cells instead of the typical powder material. This includes prosthetics such as ears, noses, etc. and even bones. There is research being done to start developing human organs! However, on a less serious note, they’ve also been used to print pizza, clothes, and guitars! Or how about the people that are putting an end to animal testing by printing human stem cells to test on instead? This is a piece of technology that allows us to innovate and create things of our own. Somewhere good to be true.

There are some skeptics. Most of them rise from the possibility of people printing firearms. A 3D printing company called Solid Concepts has officially printed the first metal gun using human cells instead of the typical powder material. This includes prosthetics such as ears, noses, etc. and even bones. There is research being done to start developing human organs! However, on a less serious note, they’ve also been used to print pizza, clothes, and guitars! Or how about the people that are putting an end to animal testing by printing human stem cells to test on instead? This is a piece of technology that allows us to innovate and create things of our own. Somewhere good to be true.

Whether you’re one to embrace the possibilities this technology is providing or cringe at the thought of people having such power, there is no denying that this will impact our society in more ways than we can foresee.

Northwestern Professor Nicole Stephens and her colleagues—Mar’Yam G. Hamedani of Stanford University and Julienne Destin at Northwestern University—have found that students who are interested in the academic performance of first-generation college students. Not surprisingly, they have found that, all else equal, first-generation college students do indeed underperform those young people with parents who have attended college. Their research aims to understand how we might close that performance gap. I’m particularly interested in this topic, since I was a first-generation college student. Moreover, companies should be interested in this topic, since they want to ensure that they can attract talented young people who have learned a great deal and achieved their potential in college.

This research challenges the notion that extra academic skills-based preparation for these first-generation college students improves performance and development. Many schools offer these “skills” enhancement programs, but they have not yielded positive results. These scholars designed a program whereby college seniors would share their experiences with new students, describing to them how “their backgrounds affected their experience.” According to Kellogg Research Insights, “Seniors were asked, for example, to share an obstacle they faced in college and how they overcame it.”

The scholars found that those students receiving this intervention earned higher grade point averages than those who listened to seniors share their stories without an explicit discussion of backgrounds and outcomes. Additionally, the research found that this program “eliminated the GPA gap between first-generation and continuing generation students, as well as the disparity in the rate at which the two groups took advantage of institutional resources.”

Stephens explains, “If you understand that it’s normal for students from a background like yours to encounter obstacles—and that it doesn’t mean that you’re deficient, but that rather you need to do different things to succeed—that equips you to deal with the challenges you face.”
Revenge is sweet: Bulldogs end season with two straight victories

By Alyssa Ricci
Staff Writer

To kick off the month of February, Bryant’s hockey team hosted the Keene Owls at the Smithfield Arena. The last time these teams met was in October and the Bulldogs returned home with a 2-1 loss. Saturday’s game resulted in a much different outcome - six goals different for the Bulldogs to be exact. The scoreboard read 7-3 by the end of regulation, handing down a big win for the Bulldogs. Zach Parise, three highly skilled players, returned home to be back in medal contention, and 2010 gold medallion was lifted off of him. “Freshman Pat Melanson was credited with the assist. With a little less than half the period remaining, Jerry Theiler scored off an assist from Captain Josh Fattore. With 5:52 remaining in the first, Fattore scored a goal of his own by firing a one-timer at Strogen. San Antonio held the Owls at zero, ending the first with Bryant up 3-0. Unfortunately, Josh Fattore did not return to the ice after breaking his wrist sliding into the boards. The Keene player responsible for his injury served a ten minute major but that does not make up for eliminating Fattore from the first two games as a Bryant Bulldog. Not quite halfway through the second period, Keene scored a powerplay goal and then a full powerplay goal almost two minutes later. Soon after, freshman defenseman Spencer Martin picked the corner for a fourth goal by shooting a one-timer at Strogen. San Antonio was down four, and the team. However, Martin’s attempts did not go unrecognized. The right wing was impressive during the five-on-three that occurred after the goal. The Bulldogs sent him right away for eight more one-timers sailing to the net but unfortunately could not capitalize due to Keene’s desperate defensive front. With 4:41 left in the second, starter Mike “Ziti” Zitelli found the back of the net with the assistance of defenseman Kevin Anderson and left wing Aaron Witty. Bryant netminder, Jay San Antonio, made a phenomenal stop on a breakaway to end the period 4-2 in favor. The Bulldogs were called for a penalty at just under a minute into the third but successfully killed the penalty. In fact, they seemed to gain momentum after being shorthanded. Number 18, Clayton Caron, scored Bryant’s fifth goal of the night. His goal was assisted by Dan Congiueta and Bryan Stipek. Finding themselves again with a two-man advantage, the Bulldogs found the back of the net. Unfortunately, no announcement was made for this goal but it counted for Bryant’s sixth goal. With 10:43 left in regulation, assistant captain assistant captain Mike “Ziti” Zitelli pulled one final goal past Strogen for his second of the night and Bryant’s seventh. His fellow assistant captain, Jerry Theiler, assisted on the goal along with forward Aaron Witty. After a handful of antics throughout the game, Keene’s Tyler Clark was finally ejected from the game with about five minutes left in the game. The entire crowd seemed to be thinking, “It’s about time!” Keene salvaged one more goal for themselves but their attempts were in vain. The final score at the end of regulation was 7-3, Bryant Bulldogs! The entire game had been rough and physically exhausting. “Playing dirty” would be an understatement for Keene. Sadly, there were a few visibly injured Bulldogs by the end of the game, including but not limited to captain Josh Fattore, #12, defensemen A.J. Germain (15) and Justin Taylor (44), and forward Bryan Stipek (27). Thankfully, all players returned to the ice with the exception of Fattore. Keene may have won the battle but Bryant won the war. This past Saturday night, Bryant hosted the Providence College Friars club team in Smithfield to end their season. The five seniors were acknowledged before the start of the game. Pictures and flowers were nice, but the boys were of course after a win. When the Bulldogs faced the Friars on the road, the game ended in a tie, but not this time. Bryant finished out their season with a 3-3 victory over the Friars. Their goals by #77, Rafael Collella, #11 assistant captain Mike Catanzariti, #19 Tyler Clark was ejected, and #14 assistant captain Jerry Theiler. Pingree scored on a shorthanded breakaway with just 1:17 remaining in regulation. Eighteen seconds later, senior forward Jerry Theiler netted another shorthanded goal to finish his Bryant hockey career with a hat trick. The crowd exploded with excitement for Bryant’s final victory. We wish all the best to our graduating Bulldog hockey boys and hope for a restful offseason for our remaining members!

Bulldogs hockey was able to earn two victories to cap off a great season (Alyssa Ricci)

Face-off: An Olympic hockey preview for Team USA

By Mark Gallant
Contributing Writer

With the NHL going on standby this weekend, Sochi is just around the corner for the league’s best. While some players will have a nice extended break, others will be playing for the gold medal, an opportunity that only comes once every four years. The Bruins sent Captain Zdeno Chara off two games early so he could bear Slovakia’s flag for their opening ceremony. Patrice Bergeron, David Krejci, Loui Eriksson, and Tuukka Rask will also be heading to Russia for the games, which should give Bruins fans plenty of reasons to watch. Of the 12 different nations to play, only four have a real shot at the coveted gold, starting with the Americans. Team USA: The United States came as close as they could, just missing gold in their overtime loss to Canada in the 2010finals. They will certainly be looking to be back in medal contention, and considering their talent, it would be very disappointing if they don’t come home with some hardware. Forwards: Up front, the Americans are headed by brothers Pat and Ryan Kane, Phil Kessel, and Zach Parise, three highly skilled forwards who will be able to use the extra ice to their advantage. Strong two-way players such as David Backes and Dustin Brown will give the U.S. some much needed toughness that other countries will lack. Team U.S.A. will have no problem rolling out four lines of highly skilled players and won’t have to rely on just their first and second lines to put goals on the board. Defense: On defense, Ryan Suter will most likely be seeing the most minutes on the team, which will be no problem for the workhorse who sees 30 minutes a game. Kevin Shattenkirk may be the number two blue-liner and will definitely see a large chunk of powerplay time. A young crew which includes John Carlson, Cam Fowler, Ryan McDonagh, and Justin Faulk all join the squad for the first time, while two veteran Penguins, Paul Martin and Brooks Orpik, round out the group. It will be interesting to see how the Pittsburgh duo in Martin and Orpik will play on the larger ice. This may be tested in the speed department. If opposing teams are aggressive, they may be able to exploit the oldest skaters on the team. Goaltending: in net, Ryan Miller will be back for the third time for the U.S. and will most likely be starting after leading his team to a silver medal in the last games. He can handle the task, Jonathan Quick and Jimmy Howard will be backing him up. Quick, who was the winner of the Winter Cup just two years ago and will be hoping to add to his accomplishments this February. Howard has been hurt several times this season and his play has been inconsistent, which will probably make him the third option. This star-studded roster full of NHL pros will surely make their presence known in Sochi over the next few weeks. Their games will be shown over Canada and the European nations and their skills surely isn’t lacking either. With only one super star team, they may have trouble stopping teams with depth up front, such as Canada and Russia. However, if their goalies perform at their best, U.S.A. should have no problem going for gold.

Goaltending:

Defense:

Forward:

Team USA hopes to be both fast and competitive in these games (MCT Campus)
Texas Tech fan in the first row. was exchanging words with a bigger upsets this season. The free-throws, Texas Tech could hard foul on the other end, with seconds remaining. After a to Oklahoma State's Marcus has been almost unbeatable all forget what it’s like when they do hasn’t had anything go wrong actions affect rule changes in NCAA? Push comes to shove: how will Marcus Smart’s actions affect rule changes in NCAA?

When one of the best college basketball players in the nation hasn’t had anything go wrong all year, sometimes, he might forget what it’s like when they do go very wrong. When his team has been almost unbeatable all season long, when a loss is finally a likely possibility, that player could lose his cool. That is exactly what happened to Oklahoma State’s Marcus Smart against Texas Tech. He simply snapped.

In a one-possession game against the unranked Texas Tech, Oklahoma State turned the ball over with less than fifteen seconds remaining. After a hard foul to the other end, with free-throws, Texas Tech could make it a two-possession game, sealing what would end up being one of the biggest upsets this season. The Red Raiders went on to pick up the victory behind the heavily-favored Cowboys.

However, this was not the first fire to erupt in the final seconds, on a dead ball, Cowboys guard Marcus Smart was charged by Texas Tech one of the bigger upsets this season. The fan, Jeff Orr, said something to Smart that made him lose it.

Smart pushed the fan, exchanged more violent words, and returned the court. He was ejected from the game, and was then suspended for three more games for Oklahoma State. This is an action that cannot be tolerated and, obviously, Smart has disappointed and embarrassed his coaching staff.

Now, the reason for the altercation occurring is still being investigated. There were rumors that Orr simply was trash-talking and was trying to get under Smart’s skin. If this is the case, his comments definitely worked. Orr has been known to be a huge contributor to Texas Tech and the organization, and it is highly doubtful that regardless of what was said, he will be punished for his actions.

On the other side, even though he made his apology, this is an incident that will follow Smart for the rest of his career. As a projected top ten pick when he declares for the NBA draft, issues about his character and temper will follow him until draft day. This is simply an incident that won’t be put to rest for quite some time. With all of this going on, in an in-game atmosphere, it is common for people to lose their cool, players included. The question becomes whether this incident will cause an increase in both security and protection for players and fans at these games? If Orr and Smart were to meet in a dark alley, Smart would be the obvious choice. The tale of the tape doesn’t help Orr at all, as Smart is around 6’4” and would probably make Orr regret anything he ever said.

The NCAA can’t afford for a fight club to happen on television. It’s just a game, and fans and players shouldn’t be able to have this type of interaction. It’s almost like the Smart and Orr altercation is just a warning of what could happen at these games.

It’s tough to determine what could happen or what adjustments could be made to make the game safer. However, there have been too many incidents where players and fans are both at risk because of something that breaks out. For example, when the "Malice at the Palace," happened in 2005 between the Indiana Pacers and the Detroit Pistons, the league wasn’t looking at the same way two weeks ago. Tim O’Shea: the secret behind the Bulldog’s success

Meetings Mondays @5:30 in FSC Room 3
Sochi Olympics struggle to break free from image of controversy and danger

By John Scorzelli
Contributing Writer

As the world’s spectacle of cold-weather athletic competition has gotten underway, we’ve seen some early breath taking ski performances, thrilling ends to speed-skating races, and unfortunately a fair amount of early mishaps that have left the 2014 Olympics in Sochi with a less-than-perfect image for the two-week event.

While the Olympics usually serve as an exciting, popularity-generating event for their host city, Russian President Vladimir Putin has failed to create the fantastic, flawless image he hoped to portray for the country and its first Olympics since the 1980 Moscow Games. While the Olympic Games are usually the most-watched television event in every year they’re held, the Games this year have actually failed to even draw sell-out crowds at numerous events. Usually a well-attended event by Americans regardless of location, this year’s Olympics have failed to fill seats with many fans to stay in the States.

While the Olympics have been surrounded by controversy, but the general consensus that the area would be safe and ready on time for the games unfortunately did not come to fruition. Safety concerns for the athletes have arisen as well as two highly-publicized hotel incidents which received international notoriety. US bobsledder Johnny Quinn got stuck inside a bathroom and was forced to destroy the bathroom door to make a hole big enough for him to escape. In another, potentially deadly shortcoming, British bobsledder Rebekah Wilson nearly stepped inside an opening elevator only to discover that the elevator car was missing.

Saturday, February 8th. The U.S. has issued numerous warnings to American travelers regarding safety and health concerns at the games. Hotels in Sochi have reportedly been ill-prepared for the games and have also been operating with a dangerously unhealthy water supply. This issue, paired with the very real concern of terrorist attacks at the Games, caused many fans to stay in the States to watch the Games. The Sochi games have been surrounded by controversy, but the general consensus that the area would have put on a safe and fair competition that did not come to fruition. Safety concerns for the athletes have arisen as well as two highly-publicized hotel incidents which received international notoriety. US bobsledder Johnny Quinn got stuck inside a bathroom and was forced to destroy the bathroom door to make a hole big enough for him to escape. In another, potentially deadly shortcoming, British bobsledder Rebekah Wilson nearly stepped inside an opening elevator only to discover that the elevator car was missing.

Sochi’s recent warm weather has certainly not helped the Games go as well as planned. Complaints by numerous half-pipe skateboarders also led to an unexpected need to restructure the pipe, as several athletes publicly dissed the half-pipe’s quality, while fellow American snowboarder Shaun White announced his displeasure with the half-pipe’s quality, while fellow American snowboarder Shaun White announced his displeasure with the half-pipe’s quality, while fellow American snowboarder Shaun White announced his displeasure with the half-pipe’s quality, while fellow American snowboarder Shaun White announced his displeasure with the half-pipe’s quality.

While the Olympic Games are always a wonderful way for countries to come together and compete in a friendly manner, there is always a hope that the Games will also go smoothly and serve as a long-term economic stimulant for their host country. The men’s ice hockey tournament is sure to be a highly competitive, international display of excellence. We’ll see countless inspirational stories about on-the-field achievements as well as off-field accomplishments by the various Olympians. We can only hope that when the Games come to a close, we’ll have witnessed incredible performances by its athletes, rather than controversy and corruption by its officials and organizers.

Team USA bobsledder Johnny Quinn is one of many players who had to deal with complications at Sochi (MCT Campus)

Week’s Best Sports Tweets

BRANDON JENNINGS @BrandonJennings Feb 8 I hate when people tell me you had a good game..... Man I’m just hooping!!! I love the playoffs

Aaron Rodgers @AaronRodgers12 Feb 9

Alright back to Chuck Norris’ roundhouse kicks. Check in with you all later. Thanks for the questions...

TJ Lang @TJLang70 Feb 9

1 week until I’m defrosting in Mexico!

Metta World Peace @MettaWorldPeace Feb 10

The best way to make $42 work on a date?

Chad Johnson @ochocinc0 20h

I like everyone but Barbie comes first RT @louiLDN4: @ochocinc0 don’t you like London girls Mr Johnson ?
"Which professor would make the best NFL coach?"

“Billy Anderson”
June Candland ’16

“Michael Roberto”
Mike Malenfant ’14

“Zdravkovic”
Jerry Gargano ’15

“Maryann Clark”
Mariah Lang ’15

“Zdravkovic”
Mitch Dupre ’15
Top 3 ads that almost made me cry

By Matthew Gillen

Contribution Writer

What the Super Bowl is to NFL players, coaches and fans, is to the advertising agencies and companies. It is a very rare treat that companies can reinforce their brand's awareness to over 100 million viewers at the same time. That of course, not counting fans who miss the commercials because they're too busy chest bumping, getting up for another Bud Light, or releasing the previous one on a bathroom break.

Funny commercials are great at grabbing viewers' ever wavering attention but it has been proven that an ad that makes a person feel something emotionally builds a more powerful and lasting connection. This is why I picked commercials that made me feel all warm and fuzzy inside for my Top 3.

1.) Cheerios: “Family

This spot was great for so many reasons. It didn’t promote the product or deliberately try to sell you at all, but in the end sold you on the brand anyway. Well-known companies like Cheerios can get away with this kind of thing. The ad features the same bilateral family that it did in one of their commercials last year. The father and his daughter, who is about 5 or 6 years old are sitting at a kitchen table lit up by sunlight, each with a few cheerios laid out in front of them. Mom is standing at the counter showing a baby bump. The father is depicting his family to daughter Gracie, illustrated by three cheerios. Then explains how pretty soon she is going to have a baby brother as she slides a fourth cheerio into the mix. Gracie barely skips a beat, gives dad a half smirk, saying, “...and a puppy”, as she sharply puts a fifth cheerio into the family. She makes a sassy face and dad caves saying, “deal!” The commercial ends with mom giving dad a priceless, “what did you just do” face and then switches to a yellow screen simply displaying the word, “Love”, in black letters followed by a cheerio instead of a period.

This spot by Cheerios was genius, and I really recommend looking it up on YouTube. It is amazing how something so short and simple could be so powerful. First off, when this family was shown in a commercial last May it created such a disgusting racial backlash that Cheerios had to remove the ability to post comments from the video on YouTube. Now bringing the family back and shelling out $4 million to do it shows where their values lie. The message here was love and how Cheerios is not only part of a balanced breakfast, but a happy family. Any family. This has been a theme of Cheerios for a long time, and when a company does something like this it takes the product from just a breakfast cereal and turns it into breakfast at home with whoever you love. This commercial is phenomenal because Cheerios took a little circle made of grain and gave it a personality, turned it into an experience.

2.) Hyundai: “Dad’s Sixth Sense

This Hyundai commercial did what few other commercials did this Super Bowl and targeted a huge demographic that was actually watching the game, fathers and sons! It’s baffling to me that this wasn’t touched on more. The 30 second spot begins with “Count On Me” by Bruno Mars and shows a quick montage of a father saving his son throughout the years from running headfirst into a wall, into a flaming grill, off a cliff into a lake, and from getting hit by a bat that was meant for a pet. In fact, you begin to entirely ignore the medals for they only differentiate you from the other dad and the son is saved. Suddenly, the passenger seat and the son is driving for the first time in a brand new Hyundai the color you like dad’s hair. Along the way he starts at girl’s age by walking and keeps staring and then5. Suddenly, keeps staring at the road and looks over the shoulder. Both the father and the son are saved. There’s a wall in front of them! Their car beeps, a danger light flashes on the windshield and the Hyundai stops automatically saving them from a crash and dad from a hefty insurance bill for the rest of his life. The father says, “I’m going to buy you this car so you could save the day.” Auto Emergency braking, on the all new Genesis, from Hyundai.

I can’t stop watching this commercial, the song is catchy and every time I still think the kid is going to bang his head on the wall. Hyundai reach their target market flawlessly introduced their new car and new safety feature touching on one of the most basic human needs for security. Just like Cheerios this spot took a lifeless vehicle, just a product and turned it into an experience, driving for the first time with dad. By the time we got to this moment we viewers feel like we know the characters a little, and the final tie in with the feature was very clever.

3.) Budweiser: “Puppy Love/Best Buds

You’ve all seen the Budweiser Puppy Love commercial with the golden retriever and the horse. Me trying to explain it won’t do it justice. Other than the tagline, “Best Buds”, this short had nothing to do with beer, and that’s okay because what it did do is play on viewers’ heartstrings. Nearly everyone I’ve talked to has picked this ad as their favorite of Super Bowl 48. “Set to Passenger’s, “Let Her Go”, they took a classic theme of friendship and a wall, into a flaming grill, off a cliff into a lake, and from getting hit by a bat that was meant for a puppy! The 30 second spot begins with “Count On Me” by Bruno Mars and shows a quick montage of a father saving his son throughout the years from running headfirst into a wall, into a flaming grill, off a cliff into a lake, and from getting hit by a bat that was meant for a pet. In fact, you begin to entirely ignore the medals for they only differentiate you from the other dad and the son is saved. Suddenly, the passenger seat and the son is driving for the first time in a brand new Hyundai the color you like dad’s hair. Along the way he starts at girl’s age by walking and keeps staring and then5. Suddenly, keeps staring at the road and looks over the shoulder. Both the father and the son are saved. There’s a wall in front of them! Their car beeps, a danger light flashes on the windshield and the Hyundai stops automatically saving them from a crash and dad from a hefty insurance bill for the rest of his life. The father says, “I’m going to buy you this car so you could save the day.” Auto Emergency braking, on the all new Genesis, from Hyundai.

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February 12, 2014

The Opinion pages of The Archway feature the opinions of the identified columnists and writers, which are not necessarily those of the newspaper or Bryant University.
Battle of the Sexes

Keep it in the family!

By Justin Beaucage
Sports Editor

You know the old saying: keep it in the family? Well, why isn’t the same said about relationships? Look, I know it’s a little unorthodox, but I think it is okay to date the sibling of someone you have had a relationship with. There are certain times where someone might be attracted to the sibling of a significant other. If you got out of a relationship with someone you had the right to give the other sibling a try, why not? First and foremost, you are an independent person who can make your own choices. Someone should have the right to date whoever he or she wants, regardless of the relational closeness between that person and your ex. Also, some siblings aren’t even that close to each other. If this is the case, then they shouldn’t be any problems with two people dating, or moving on to the next family member because there won’t be any emotional damage to the other person.

Now, there are a few things that should be taken into consideration before someone, “shakes up the family tree.” First, the relationship must be ended in good terms. If you ended your prior relationship with a blowout or a big fight that ruined your relationship with the entire family, then I wouldn’t advise going after a sibling. There could be too many burned bridges to rebuild if you went after a sibling. Otherwise, if this isn’t an issue, I don’t think there is an issue with this.

In the situation where it sounds cruel to go after a sibling and break your ex’s heart by moving on to someone who could live in the same house with you. However, if the initial relationship could have not worked because of the other sibling. I know. I don’t believe this scenario either. Let me clarify. You could have broken up with the first sibling because of a few things that person didn’t have, such as enough support, love, or commitment. What if the second sibling had all of that? You could have the total package, and you could be really happy with this person. Someone shouldn’t disregard his or her own happiness just based on another person. This is a risk that you should be willing to take on, and, who knows, maybe it will pay off someday.

Now, if you ever make this decision and go after a sibling, there are a few steps you can take to make this tricky relationship work. First, avoid all family functions at all costs. As fun as picnics, gatherings, or dinners may be - this is the one thing you could avoid. Second, try to hook your ex up with one of your siblings if you have one. The “saying, ‘an eye for an eye,’ could go a long way in this situation, and could really help make long-term sense here.

Lastly, if all of the above doesn’t work, a restraining order is both recommended and a smart decision. The last solution is to make it illegal for your ex to see you, and this would help you get to know the new sibling better without any distraction.

So, there is a guide to how someone can, “keep it in the family,” and why dating an ex’s sibling isn’t so bad after all.

By Kelsey Nowak
Editor-in-Chief

Now, here is an issue I hope to never have to deal with: having an ex significant other try to date my sibling. I don’t think my ex and my only brother would appreciate an ex-boyfriend trying to get with him. Trust me, I could - he is strong and won’t hesitate in showing you how his upper cut feels (speaking from experience). Anyway - as funny as that picture is in your mind.

Why do guys (and girls for that matter) think it is okay to break kosher to try and date a sibling of someone they were once with? I don’t understand.

Let’s all just picture this... sibling dating breaks up with significant other. Significant other is seen at family picnic two weeks later with sibling two. AWKWARD. What are the parents going to say? How is sibling two still alive? I’ll be my sibling one, sibling two would be dead by now. That’s not cool.

Who in their right mind would want to “shake up the family tree” like that?

Government regulations: helpful or hurtful?

Even though the Nutrition Labeling and Education Act was passed, do people know what is being put into their food?

By Madison Millordi
Staff Writer

In 1990, the Nutrition Labeling and Education Act was passed. The law allows the Food and Drug Administration (FDA) to require nutrition labeling of most foods as well as the inclusion of ingredient lists. In 1994, the government also required that all food items have ingredients that are clearly listed on the product. However, the government was faced with the confusing tricks of advertising and marketing, it is up to you to take hold of your own health. Do some research, don’t consume products with ingredients that you can’t pronounce and become aware of advertising scams. For example, “low-fat” often means added sugar and “high-fiber” can mean processed wood pulp, also known as cellulose, was added to the product. While the government leaves orders take time to process. Not too much… in the form of sibling one’s tears. Well – congrats. End of the day – it’s not suggested anyone that you go after the ex’s sibling. Venture to new ground, find a new fish in the sea, or take a break from dating. Don’t conquer a family tree. It’s not worth the trouble for you or for the family. It’s just awkward and restraining orders take time to process.

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Opinion

Bryant Horoscopes
Your love matches here on campus for this Valentine’s Day
By Molly Funk
Staff Writer

Taurus & Leo
Although Taurus attempts to be affectionate and loving, Leo can be stubbornly hard to please. Romantically, there may be a strong connection between the Leo and Taurus, but forming a long-standing relationship may be challenging. Take care to come home to a meal at the Salome, you are destined to meet eyes with your potential partner.

Gemini & Virgo
Gemini and Virgo are compatible in the sense that opposites attract. Virgos tend to be cautious and detail oriented, while Gemini are carefree and spirited. The relationship is destined to be successful as both work to better each other. Gemini must keep in mind that some jokes may be perceived as offensive to Virgo. At the same time, Virgos must work to lighten up if the relationship has any potential to be successful. Together the Gemini and Virgo will prosper both individually and as a couple.

Aries & Cancer
The Aries and Cancer jive romantically as both zodiac signs are light on their feet and have the flexibility to adjust to new situations. If the Aries is looking for a warm place to come home to after a night out at the bar, pairing with a Cancer is a wise choice. The Cancer will provide comfort and a feeling of security.

1. Squats.
Simultaneously, bend your knees to toes pointed slightly outward.

2. Dips.
Push-ups

3. Push-ups
Push-ups

4. Planks
A great workout that targets the abdominals is a plank. Start this exercise by lying face down on the floor with your forearms on the ground beneath you. And by keeping your feet together. Push up so that your forearms and feet are supporting your weight. It is important to make sure that the body is straight and flat.

5. Cardios
Some great workouts that can be done in a small space are jumping jacks, high knees, butt kicks, and burpees. These conditioning exercises increase both strength and endurance.

Winter workouts
By Kendra Hildebrand
Staff Writer

It’s another winter day, half way through the second semester and it’s a struggle to find the motivation to get out of bed, let alone leave the building. The sun is bleakly peeking through a curtain of clouds, making it hard to meet the white blanket of snow that coats the campus of Bryant University. The chill in the wind, the clinging to the frigid wind, are a stark reminder that we still have a handful of weeks left of this dreadful weather. There’s nothing that sounds better than staying in bed and curling up under piles of blankets. Leaving bed is a struggle, so brave the walking through the cold winter chill all of the way to the gym is out of the question.

1. Squats. Air squats can conveniently be done in a dorm room. This is a full body exercise that focuses on your lower body. Start by positioning your feet shoulder width apart with your toes pointed slightly outward. Simultaneously bend your knees while pushing your hips and butt out, mimicking the movements you would use to sit in a chair. Throughout this exercise, it is important to make sure that your bent knees don’t go past your toes. Lower your body until it is below parallel with the ground. Hold a neutral forward looking gaze as well as an upright torso. To come back to the starting position, straighten your legs by driving through your heels. To make your leg more challenging, do frog jumps. Instead of straitening your legs to come back to the starting position, jump straight up.

2. Dips. This workout focuses on the triceps but also works your chest and shoulders. Sit on the edge of a chair with your hands placed beside you. Straighten your arms, use your hands to support your body weight, and slowly lower your body down until your elbows bend at a ninety degree angle. Straighten your arms to bring your body back up, completing the first rep.

3. Push-ups
Push-ups

4. Planks.
A great workout that targets the abdominals is a plank. Start this exercise by lying face down on the floor with your forearms on the ground beneath you, and by keeping your feet together. Push up so that your forearms and feet are supporting your weight. It is important to make sure that the body is straight and flat.

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Bryant Said What!?
Compiled by Bryant Students

“Do you think butterflies ever get tattoos of white girls?”
“I wish I was as good at being a student as I am at going out on the weekends.”
“Thanks autocorrect but I meant brand loyal not bra floral.”
“Better late than pregnant!”
“At least eat it sexually if you’re gonna steal my ice cream.”

Profit and Loss

If snow means more canceled classes, then bring it on!

Congrats to both basketball teams on their wins! Go Bulldogs!

Students seem to be getting 100 alerts each and every Monday this semester.

Hey, at least Valentines Day comes with a three day weekend!
By Sarah Rozenburg

July 15, 1988, St. Swithin’s Day, is the day when Emma and Dexter partake in traveling around the globe, meeting interesting people, going through the ups and downs in the detective’s life, Strike finds a way to pay for her lifestyle, and situation—the first few pages of the book made me laughably awkward from the beginning, partly because of Strike’s unspoken relationship status and his finances, but also because of their assumed difference in age, life, and therefore, their interaction. Nonetheless, both Strike and Robin are happy with the arrangement as they have, although for different reasons, and the pair make a practical and entertaining duo.

I would have liked to have seen more of Robin throughout the story, but Rowling plans to publish more books as part of Strike’s story in the coming years which leaves me excited for the future of the book. The two are complete opposites and therefore attract each other, although for different reasons, and the pair make a practical and entertaining duo.

The main problem with the book is that there aren’t many pieces of information that Strike obtains which turn the entire case on its head and cause you to make drastic changes to your own personal theories. Of course, this is probably what real private investigation is like in most cases which makes for a more realistic story, and it certainly takes a tremendous amount of skill to keep the readers hooked despite the slow-paced story. This is where I get to give unwavering praise to one of my favorite authors.

From her first book, the first installment of the Harry Potter series, it was clear that Rowling had the rare skill of a good writer. The Casual Vacancy, which was Rowling’s first published book after the final Harry Potter book, was enthralling, not because of the story itself, but because of the flowing descriptions of which it was composed. The Cuckoo’s Calling is in a similar position, although, in my opinion, the story was more interesting.

When I read Rowling’s books after Harry Potter, it becomes clear why her epic series was successful enough to make her a billionaire, her clear, descriptive, and captivating writing combined with the awe-inspiring tale of Harry Potter was like the perfect storm. While Rowling’s more recent books do not have the incredible stories of her earlier works, they do have her writing style which could turn even a mediocre story into an enjoyable one.

This is exactly what The Cuckoo’s Calling is: an enjoyable book. It played the role of a classic mystery novel, not unlike that of Agatha Christie. It did not have notably deep character development or similar features (although there is more to the Cuckoo characters than what I have seen in my experience with Agatha Christie novels), but that doesn’t appear to have been the author’s objective. Instead, we have a thoroughly fun and relatively light read (despite the suicide/murder case).

Even before Robert Galbraith’s true identity was revealed, the professional opinions of The Cuckoo’s Calling were high despite it having sold fewer than 10,000 copies before it was publicly associated with Rowling. In fact, some critics suggested that it was difficult to believe that the book was the debut novel of a war veteran. Of course, we now know that it wasn’t, but it is difficult to wonder whether or not we should have recognized Rowling’s writing had I read the book before it was tied to Rowling herself. Unfortunately, I’ll never know the answer to that question, but the bright side is that it was this announcement that caused me to read this exciting book.

If you enjoy a good mystery, you should definitely pick this book up. If you like J.K. Rowling, you should put this on your list before the next Comoran Strike book is released later this year. If you like mysteries and you enjoyed Harry Potter or The Casual Vacancy, you should drop everything and clear off your schedule for the next two days to read The Cuckoo’s Calling. 4/5 stars.

Variety

February 12, 2014

Rowling’s Next Series: The Cuckoo’s Calling

By Charlie Zizza

Only a month had passed since I had finished reading J.K. Rowling’s edgy and controversial new book, The Casual Vacancy, when the general public was told that the billionaire author had released another book. This time, however, Rowling released her new work under the pseudonym Robert Galbraith. To some, this might seem strange since any book with the name J.K. Rowling on the cover would surely sell by the millions. It was for this precise reason, however, that she decided to keep her name off the book, she wanted to see how it would be received without the guaranteed boost of her name. Unfortunately, the cover was blown when a friend of Rowling’s leaked the information which forced her to reluctantly acknowledge that The Cuckoo’s Calling was hers.

The new addition to Rowling’s resume is something she has never done before, or at least has not published before: a mystery. More specifically, it is a private-eye mystery (a sub-genre which can be more broadly categorized as “mysteries”) and the “eye” (investigator) is a unique one.

Cormoran Strike is a massively built veteran of the Afghan War in which he lost one of his legs and his civilian mindset. Having recently gone through a rough divorce, he is living in his humble office, while only just fending off the debt-collectors. To make matters worse, he is under contract with a temping agency and is sent a new temporary assistant, Robin, who Strike can neither afford nor has any significant need for due to his lack of a large clientele. Luckily, for the readers, because of Robin’s frequently entertaining contributions to the investigation and the detective’s life, Strike finds a way to pay for her services.

The relationship between Strike and Robin is laughably awkward from the beginning, partly because of Strike’s unspoken relationship status and his finances, but also because of their assumed difference in age, life, and therefore, their interaction. Nonetheless, both Strike and Robin are happy with the arrangement as they have, although for different reasons, and the pair make a practical and entertaining duo.

The Cuckoo’s Calling book cover highaltitude.com
No date for Valentine’s Day? No worries!

By Lauren Kordalski
Assistant Editor-in-Chief

Clayton Caron
Hometown: Bow, New Hampshire
Year: Sophomore
Major: Communications
Campus Involvements: Member of the hockey team & Bryant Outdoor Adventure Club
Fun Fact: Favorite activities include hunting and fishing
Perfect date: Late night MacDonald’s
Turn on: Good cook
Turn off: Bad cook

Ariella Esterkin
Hometown: Needham, MA
Year: Freshman
Major: Marketing and Psychology
Campus Involvements: Bryant Student Ambassador, Bryant Outdoor Adventure Club, Hillel, Sigma Sigma Sigma
Fun Fact: Fluent in three languages!
Perfect date: Chipotle burrito bowls and a decked out pillow fort
Turn on: Compliment me on my eyebrows so I know it’s real
Turn off: Knees

Margaret Markowski
Hometown: Rutland, VT
Year: Junior
Major: Accounting & CIS
Campus Involvements: Bryant Outdoor Adventure Club, Bowling Club, Big Brothers, Big Sisters of Bryant University, Accounting Association
Fun Fact: Check out Marge in the made for YouTube short film “A Day in the Life of Marge!”
Perfect date: Chicken patties and the Dark Night trilogy
Turn on: Chocolate milk
Turn off: “Exercise”

Todd Nigro
Hometown: Randolph, NJ
Year: Junior
Major: Marketing
Campus Involvements: Rugby team & Bryant Outdoor Adventure Club
Fun Fact: Has a one-year old nephew
Perfect date: Late night diner
Turn on: Intelligence
Turn off: People who are self-centered

Stephanie Barrett
Hometown: Marion, MA
Year: Junior
Major: Finance & Psychology
Campus Involvements: Bryant Outdoor Adventure Club, Bowling Club, Student Experiences Abroad, The Archway
Fun Fact: Has 33 first cousins
Perfect date: Thai food and chess
Turn on: Puns
Turn off: for what?

Nick McAfee
Hometown: Lunenburg, MA
Year: Senior
Major: Management
Campus Involvements: Pi Sigma Epsilon, Zeta Rho, Intramurals, Bryant Outdoor Adventure Club
Fun fact: Search “Sinking into a Bog” (First video) on Youtube. Nick is also graduating Bryant in just three years!
Perfect date: Dinner and a Celtics game in Boston
Turn on: Sense of humor
Turn off: Bad cook

Don’t have a valentine this year? Don’t fret, we have plenty of eligible bachelors and bachelorette’s running free around campus, just waiting to be tamed! Check out the profiles of a few awesome candidates!
Sensational Bettye LaVette
By Molly Funk
Staff Writer

Wednesday February 5th, Bettye LaVette performed in Janikies as part of President Machtley’s Cultural Series. The soul-sensation captivated her audience with her entrancing vocals and spunky dance moves. Bettye was a true performer interacting with the audience in and out of her musical selections. She explained her life’s journey throughout her song choice, emphasizing her personal growth during her fifty years in the music business. Bettye spoke to the audience of perseverance, as she is just now, in her 50th year as a performer, maintaining a strong following. Her spunky attitude was prevalent throughout the entire show, as well as her humor—she expressed her thanks to “the sexy” President Machtley for hosting her performance that evening, getting a laugh out of the student-filled audience. Bettye LaVette was a true musical inspiration to watch perform as she acknowledged hard work was the major key to her success.

Bettye LaVette was born Betty Haskins on January 29th, 1946 in Muskegon, Michigan, later raised in Detroit. Uniquely, Bettye began singing R&B and country-western music in her parents’ living room, rather than the church. At age sixteen, LaVette recorded her first single “My Man—He’s a Lovin’ Man” with Johannie Mae Matthews, a local record producer. This hit led to a rhythm and blues tour with Clyde McPhatter, Ben E. King, Barbara Lynn, and Otis Redding. In 1982, Bettye was signed with the label Motown and recorded her first published album titled Tell Me A Lie, produced by Steve Buckingham. The first single “Right in the Middle” was on the R&B Top 40 list. She then took a break from recording to appear in the Broadway sensation “Bubbling Brown Sugar” for six years.

In 2000 Let Me Down Easy—Live in Concert was issued by Dutch Munich label. At the same time A Woman Like Me was produced by Dennis Walker. The combination of both these hit album releases renewed the interest in LaVette’s music. As a result in 2004 A Woman Like Me was released. The album won 2004 W.C. Handy Award for ‘Comeback Blues Album of the Year’. The album shares the same title as her 2012 autobiography.

LaVette’s 2007 album, The Scene of the Crime, was nominated for a Grammy Award under the category “Best Contemporary Blues Album”. Then in 2008, Bettye LaVette was awarded a Blues Music Award for “Best Contemporary Female Blues Singer”. Also in that year she performed a memorable rendition of Love, Reign o’er Me in tribute to Roger Daltrey and Pete Townsend of The Who.

In 2009, LaVette shared the stage with Jon Bon Jovi performing A Change Is Gonna Come at the Obama Inaugural Celebration at the Lincoln Memorial. Soon after in 2010, she released Interpretations: The British Rock Songbook, an album including unique performances of songs by artists such as The Beatles, The Rolling Stones, The Animals, and Pink Floyd. This CD was also nominated for a Grammy Award for Best Contemporary Blues Album. Currently, LaVette is on her 50th Anniversary Tour, scheduled to perform February 12th in Sacramento, CA, and March 21st at Carnegie Hall.