Next year's new fee: What you need to know about your next tuition statement

By Lauren Cimino
Editor-in-Chief

For those conscientious enough to prepare for the next FAFSA deadline ahead of time, you may have noticed not only the tuition increase noted on your University of Arkansas administration site, but also the addition of a new Student Involvement Fee totaling $300 for the 2009-2010 academic year. Bryant University students have not been charged this fee in the past; this is a new initiative for the 2009-2010 academic year.

That premature announcement has signaled the start of yet another chapter in Bryant University's history this year and now some of the details are ready to be shared.

Below you'll find some of the questions we, the Archway, found relevant to not only Bryant students but the community as a whole. We spoke to Dr. J. Thomas Eakin, Vice President for Student Affairs; John Lindsay, Director of the Center for Student Involvement; and Craig Tetreault, Student Senate President. For the university's official statement please turn to page 4.

What is a Student Involvement Fee (SIF)?
A Student Involvement Fee is a fee assessed to all undergraduate students to improve the co-curricular environment for students. How much is Bryant's SIF?
For the 2008-2009 academic year, the SIF is $300. The fee will increase proportionally to increases in tuition. For example, if tuition increases for 2009-2010 by 5% then the SIF will increase by 5%.

Who determines who gets what?
Ultimately all Bryant students and faculty members will receive the benefits of the fee through various programs and events to enrich your Bryant experience. Who gets the money?
Ultimately all Bryant students and faculty members will receive the benefits of the fee through various programs and events to enrich your Bryant experience.

How are the funds being used?
These funds will also be used for special initiatives of the student body as well as a more student-centered arts and speaker series.

What you need to know about your next tuition statement

Eakin. The board will ensure consistency in allocation of the money as well as be held accountable to the student body in regards to how the money is used. Within the SIF are two funds: Student Organization Fund and the Campus Enrichment Fund. Each fund determines how the money is used based on committees. The Student Organization Fund, receiving 35% of the SIF next year, is run by the Ways and Means Committee to provide funding for Student Senate recognized clubs and organizations. The Campus Enrichment Fund, receiving 65% of the SIF, has two committees: Student Arts and Speaker Series Committee (SASS) and Special Initiatives Committee.

Why didn't I hear about this sooner?
Developing a Student Involvement Fee has been one of the Student Senate's Tri-Goal initiatives for the past two years; these initiatives have been public information. "The lack of transparency thus far has been part of the collaborative process with the administration in order to release a thought document," says Lindsay. "More discussion makes it more difficult to put together a logical proposal beneficial to the students," added Eakin. Ultimately it's hard to involve many people in this type of complicated process and still have it benefit the students. Those who attend SPAC (Student Presidents Advisory Council) receive information about the SIF in November. Because the information regarding the SIF was in constant flux until very recently, Tetreault says "the intention to not discuss the details with the student body was for the good of the student body."

As you can see, the SIF is a large issue. For the rest of this interview or if you want to know more details on the SIF, what it fully does for you, who was involved and what you should know, go to www.bryantarchway.com. We welcome your feedback as well.

Raquetball takes championship home

By Alan Waters
Staff Writer

That's right folks: Bryant University is the proud owner of the 2008 Division II National Men's and Women's Raquetball team Championship. Winning a National Championship is something many college athletes dream of accomplishing but only very few do. The feelings and emotions are hard to describe and are truly something you have to be there to see. "I can't really describe the feeling personally bad, but I can tell you that the feeling of being a national champion will never go away," said Stephen Cornell, captain and president of Bryant's Raquetball team.

Bryant traveled to Overland Park, Kansas the week of March 25 to compete in the Intercollegiate Raquetball Championships. It was in Kansas that Bryant shocked the world and proved to all teams that it does not take scholarship athletes to win it all; rather, it takes heart, determination, and the will to win. Cornell said, "It was a team effort. One hundred percent team effort. Our team has been dedicated for several years, constantly practicing and going the extra mile to win."

These Bulldogs had that and much more. This year's team truly cared about the team effort and showed that real teamwork is not about having the best players but having the best components of a team. However, all season Bryant has had some of the best players not only around the area but in the entire Eastern Collegiate Raquetball Conference. Leadership was key for both the men's and women's teams. Cornell has been ranked as the number one player in the ECRC all year among men and teammate Ryan Lewis was only one win away from being an All-American. Continued on page 5

From top left, Ryan Lewis, Stephen Cornell, David Landry, Mike Parodisco. So both the Admins and Business: Cornell, Dana Peppe, Chelsea Rinik, Melanie Urwin, Colleen Scannon. Bottom Row (left to right) Larry Troiano, Alii Peppel, Julie Richard, Britany Dutch, Mike Mutrie pose for their championship photo.
Blackhawk down on campus

By Joe Domaney
Photo Editor

For Bryant student Cadet Kyle Mason, last Wednesday was a typical day in his Army training. However, for the Bryant Community, it was a special opportunity to witness a Black Hawk helicopter flying low over campus. For the rest of the ROTC, though, it was an opportunity to get some training in the aviation branch.

At approximately 1625 hours, three men from the Headquarters Company of the First Battalion, 267th Aviation Regiment came to give the Patriot Battalion Cadets - comprised of schools such as Bryant, Providence College, Rhode Island College, UMass Dartmouth, Johnson and Wales University, Brown University and Rhode Island School of Design - static load training. The idea behind the training was to perform quick entry and exit from the helicopter in combat situations.

Once a month, Cadet Mason, who also serves in this Rhode Island National Guard Battalion that trains for an entire weekend and takes the role of a platoon leader, the position he will eventually be charged with upon graduating. When asked what made him want to commission into the aviation branch, Cadet Mason said, “it gives me the opportunity to learn from some of the most talented officers, warrant officers and enlisted men and women that the Army has to offer. Flying a Black Hawk helicopter is something most people can only dream about.

Powerful women take Bryant by storm

By Emily A. Murphy
Staff Writer

Kathleen Burns Kingsbury and Lori Baker are strong symbols of success—they have blooming businesses and stable financial situations. Last Wednesday, they shared some of their secrets in Janikies Hall.

Kati Macfieley introduced the two women, noting that March was Women’s History Month, during which the highly successful Women’s Summit at Bryant took place, offering a positive outlook on the powerful women at Bryant in the future. The event was sponsored by SFIE.

First up was Kathleen Burns Kingsbury, President of KBK Connections, Inc. She attended Hofstra University, Providence College and finally Lesley College for a Master. After getting into the banking/finance field, she realized that she was not happy. Making a radical change to psychology, she quit her day job and went back to school. She found the need to help people overpowering, she said.

Kingsbury’s speech started with a bang—joking around and refusing to go on stage so she could have a talk with the audience. She reached out not only to the women in the audience, but to the men as well by declaring “Chicks rock, right?” Her combination of emotional coaching business, a combination of her business, counseling and coaching expertise. Kingsbury broke the barrier with the audience by describing some traits of a powerful business woman (passionate, confident, innovative) and asking for additions to her list from the audience, who offered independent, smart, and creative.

Kingsbury cited with Lord Buckingham as a business that they include doing what you love, taking risks, feeling the fear, being “certifiable”—blazing your own trail and having fun. She took the plunge from a safe government job to an unknown. She is a strong believer that “you don’t have time to not have fun” and encourages students to make sure they are balancing all the components of their life properly. She remained honest yet optimistic throughout the presentation.

Kingsbury stepped aside and Lori Baker took her place. Taking a different approach, Baker first told us a bit about herself—a divorced mother of 3 boys living in Rhode Island. Being a “numbers person”, Baker graduated from Providence College in 1985 and became a project engineer. Baker has worked hard to keep herself and her children afloat. She is currently a Personal Wellness Coach at Get Herbal.

Baker urged students to define what will truly make us happy in life. We should plan ahead enough to classify what is success in our minds. She is a strong believer in working on yourself harder than you work on your job. Only specific goals and beliefs will constitute total success in the future, she suggested.

Baker offered a more specific road to success. Based on the book Rich Dad, Poor Dad, something she believes changed her entire way of thinking, she detailed a plan for not only women, but all entrepreneurs to follow. The plan is simple: a person’s spendable income is usually wasted on trivial items. Investing extra money rather than spending it on more clothes, videogames, and fast food can create a future rather than a slightly more comfortable present.

Baker broadened the topic of financial independence. She asked the audience what our perception of financial independence was, how we could achieve it and when we wanted it by (at which a humorous comment of “20 years ago” from Professor Greener sparked laughter).

Baker went on to say that by converting income to passive income, we could get ahead. We need to break away from the typical action of trading time for money. By establishing a system where you minimize time and maximum profit, you can differentiate between a job and an asset that is working for you. Baker claims that houses and cars are not really assets—they only add liabilities to your financial situation. A real asset is something that contributes money with a minimal time commitment. For example, rental property that has all the expenses paid off.

Baker also mentioned several resources to utilize, including the books Rich Dad, Poor Dad, The Richest Man in Babylon and 7 Habits of Highly Effective People.
Purple cow competition

By Jessica Komoroski
Staff Writer

If you were driving down the road and came across a herd of cows only to notice that amongst these cows roamed a single purple cow, would you pull over to get a closer look? This analogy of uniqueness became the foundation for Seth Godin’s concept for companies to create remarkably new marketing plans. This past Monday, WJMF Bryant University CBO’s presented students with the opportunity to participate in the 5th Annual Purple Cow Competition.

This year, the competition consisted of both a written and oral presentation. The teams were to come up with a name, logo and slogan for Trans National N-jctibles. Founded by Ed Stoddard and Stephanie Miller, Standing behind the table and working the crowd was WJMF’s music director Kevin Doughlass, business director Brian Duffy, program director A.J. Tot, advisor Meagan Tague.

Their top priority was promoting the WJMF radio station in the surrounding community. Stephanie Miller said, “At the same time, we wanted to promote Bryant University and its amazing efforts and contributions to the community.” WJMF has been continuously growing and with this event, we definitely hit a whole new target market.”

The event director was pleased with their efforts and the community’s support. She said, “The night was amazing. The real greatness that came out of this was actually being able to see the people and communicate to them just who we are and what we do.”

The Purple T-shirts were just in case the game was delayed so more people chose to stop by the station’s setup, allowing the station to reach a larger crowd.

Many people who visited the table had never heard of WJMF. Miller said, “Many of them who came to our table may not even attend Bryant school, but had never heard about WJMF.” Surprisingly, there were actually quite a number of people who were not that had gone to Bryant and still had good recall of the radio station.

The WJMF crew gave out free CDs that included a playlist sampling some of the station’s music, business cards, magnets and pens. In addition, the public also scored free T-Shirts with the WJMF logo as well as blackout T-Shirts from the athletics department. Students who attended the game were able to enjoy their free handouts as well as some good old-fashioned fighting between hockey teams.

WJMF was also able to learn from its competitors. Miller said, “RIC was there as well, which was actually a lot of fun to see and a great learning experience because we get to have a hands on look at what another college does with their radio station.” In the end, the night was a success. Miller said, “It was overall such a thrill to be able to do this and I feel very accomplished that we were able to make this happen.” Hopefully, our listener number will increase, but no, at least, we were able to get our name out there!

The winners included Michael Adams. When asked how he developed the focus on his presentation, Mike responded “I focused on the common theme of the business model. When I was at summer camp as a kid, we did the buddy system, and you were always asked to stay with your buddy. If you got lost, you were asked to find your buddy.” His slogan— “Two buddies finally united”— not only highlighted the unmistakable love of ice cream and cupcakes, which comes together in what he called “Cupcake Buddies,” but also boosted the story behind the competition. Although no prior business experience was necessary, Adams is no stranger in the business world. He owns Eddie’s Energy Bars in his home state of Vermont and sells mustard at a local farmer’s market. “I have marketed food for a couple of years now,” Mike explained, “so I thought this was a natural match.” And it certainly was. The competition was certainly a success not only for the participants but also for Bryant CEOs. “As for the competition, it is a great way to develop creating marketing concepts and designing logos. It’s a fun contest, and I encourage more people to enter the Purple Cow contest when it comes around next year.” When asked what he would do with his prize money, Mr. Adams wasn’t quite sure. “I’ll leave you all in suspense.”

When asked what he would do with his prize money, Mr. Adams wasn’t quite sure. “I’ll leave you all in suspense.”

Katie Machtley: telling her story

By Maddie Archambault
Staff Writer

Herstory month is a way for women to share their stories about who they are and how they’ve left their mark on the community. This idea has been carried out by the Women’s Center, and since the last time Katie Machtley spoke was ten years ago, she invited the audience to hear her tale again. Her theme for the chat was “self-reliance,” a trait that she learned in school and is still helpful today.

Kati was born in Huntington, Pennsylvania and from the age of three began her journey to become a teacher, as her mother and grandmother did. She attended Kindergarten for three years in a one room schoolhouse while her two grandmothers and mom taught because there wasn’t anyone to watch her at home. Katie played the only women’s sport at the time, basketball, through high school and continued on to college in Baltimore.

The year before she was a freshman, Martin Luther King was shot across the street from her college. She was a rough area. Walking the security-guard lined streets after dark, crossing the dormitories to avoid gunfire, and seeing children in the emergency room horrified at the gunshot wounds they were witnessing really forced her to become more self-reliant than more ever before.

The next chapter of her life is marked by her marriage to Ron Machtley, an acquaintance of many years. Their story began when Katie was in seventh grade and Ron was in ninth. She saw him playing basketball in the distance, he was an impressive athlete. Later he would visit her hometown, not to see her but to see her teacher whom he had a crush on. They were both part of student council in high school but Katie says, “I was probably someone who he could have cared less about.” The encounter with her heartthrob was when she worked at a church camp and to her great surprise and excitement, Ron began working there too. It wasn’t long before the two began dating and were engaged her junior year of college. Kati says, “We knew we were going to marry early; it had been love from the start.”

They began the infamous Machtley family. The new couple then moved to Newport, RI and fell in love with the state. Here, Katie got her masters from Salve-Regina and began her teaching career soon after. At this time Ron was in the Navy and Katie became more involved in the community because of the Navy and the other wives of Navy men depended on each other to raise the families while the men were gone. This was a mobile time for the Machtleys, “I figured I had maybe 20-25 years,” mentioned Katie. Life took another interesting twist when Ron decided to run for congress.

He won, this achievement made Katie’s duties as a wife, a mother, a teacher, and now a campaigner for Ron more hectic. She decided to shift from a teaching career to a stay-at-home mother and campaign coordinator. One of her new duties was caring for Ron’s newest campaign partner, a piglet. “He was not a friendly pig” laughed Katie. This was a creative method of explaining his disgust with pork bar-red spending. After six years in senate the family moved back to Rhode Island from their home in Virginia and as Katie expected, “When God closes one door he opens another.” Ron became the President of Bryant.

The Machtley’s time at Bryant has been well spent. Both Ron and Katie have improved the campus in ways that are appreciated by students, staff, and the administration. They thought that the place needed more spirituality so a Prayer Breakfast was started and continued year after year. They also felt the Chapel should also be under construction at the Women’s Summit, the Sophomore Experience, and the gathering at their house for all students each year are all ways the Machtley’s show they care. “We really do enjoy the time we have here,” this couple have been together for years, changing the lives of everyone around them for the better.
**Student Involvement Fee**

**BYRAMT UNIVERSITY**

**STUDENT INVOLVEMENT FEE F.A.Q.s**

**& STUDENT INVOLVEMENT PROGRAM & EVENTS**

What is the purpose of the Student Involvement Fee?

Corporation officials at Bryant University's student center surveyed which recognized students learn inside and outside the classroom, the University is enhancing the funding available for out of the class experiences for the following purposes:

- Increase participation and involvement on campus.
- More programs and diversity amongst those programs.
- Further development of our already award winning programs and organizations.
- To get to the level of our peer and aspirant institutions.

According to the National Association for Campus Activities, approximately 70 percent of the colleges and universities in the United States use student activity fees to fund campus programs and programs.

What is the Student Involvement Fee?

It is a fee charged to undergraduate students. The fee is used to fund clubs & Organizations and Sports Clubs, as well as new areas that would further enrich campus life. It is also used to fund two new areas: The Special initiatives Committee and the Student Arts & Speaker Series (SASS).

How will the money generated from the fee be used?

- Student Clubs and Organizations
- Student Arts & Speaker Series (SASS)
- Enrichment of Programs

What types of programs are sponsored by the fee?

The fee funds concerts, lectures, comedy shows, movies, late-night programming (including arts/crafts/bingo/infant games/psychic fairs, etc.), as well as educational co-curricular, arts and cultural programming, student programming, and community service initiatives.

Who pays the Student Involvement Fee?

The fee is charged to undergraduate students enrolled at Bryant University.

How much is my Student Involvement Fee?

The fee is $150 per semester.

Who oversees the Student Involvement Fee?

The Student Involvement Fee Oversight Committee is responsible for the Student Involvement Fee. The committee is comprised of the Vice President for Student Affairs, who will serve as chair, the Director of the Center for Student Involvement, the Director of Athletics (or his/her designee), the Student President, the Student Senate Treasurer, two students recommended by the Student Senate, a faculty member, and staff member from Business Affairs.

**TO:** Student Senate

**FROM:** Dr. Thomas Esken, Vice President for Student Affairs/Dean of Students

**DATE:** April 2, 2008

**SUBJECT:** Student Involvement Fee

After two years of research, study and discussion the University and Student Senate have determined a Student Involvement Fee (SIF) at Bryant University will further enrich student life and better support student clubs and organizations. The fee begins with the 2008-2009 academic year and is $150 per semester. The SIF replaces an antiquated method of funding student involvement and experiences by providing a more reliable income stream. Enhancing the funding for the growing number of clubs and organizations allows us to upgrade selected programs and develop new ones.

The Student Senate researched this matter in 2005-2007 as one of their Tri-Goals and did extensive research and benchmarking with other institutions. Their findings indicated that nationally over 70 percent of colleges and universities use such a fee to enhance student life, including increasing private and public institutions. Further research was done this year as the Senate pursued this as a Tri-Goal once again. The University proposed the fee to the Board of Trustees in February of this year, and the fee was approved. Over the last two months, representatives of the Student Senate and University Administration have refined the allocation and accountability process. Last Wednesday, March 26, 2008, the President approved the procedures for implementation.

The Senate, in partnership with Student Affairs and other appropriate offices, intend to use these resources to enhance the funding of clubs and organizations, as well as provide enrichment to other areas of student life. Briefing sessions will be held for student organizations and for the general student population to learn how new this funding process will work.

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**Survivor Series**

**By Brigit Clancy**

Assistant Variety Editor

Relay for Life is an overnight celebration of life, a remembrance of those who have lost their battle with cancer, and a way to raise funds to advance cancer awareness, as well as programs that are searching for a cure. It is a fun and rewarding event for teams, families, businesses, and organizations to support the fight against this devasting disease.

Relay is a chance for a community to come together with one common theme to celebrate those who have fought cancer and won. The tradition at Relay is to have cancer survivors walk the first lap around the track. It is an empowering sight to see those lucky participants celebrate their hero’s fight determined to do it again. Relay is a tribute to each survivor and shows their unity as well as giving hope to others. The rest of the Relay participants then take the walk for the duration of the event.

According to the American Cancer Society, the highlight of the overnight event is the lighting of luminaria candles. The ceremony of Hope held during Relay for Life honors cancer survivors and to remember loved ones lost to cancer. The luminaria candles line the track and are left burning throughout the night to remind participants of the incredible importance of their contributions. Luminaria may be purchased and decorated at Relay as a memorial for loved ones who have battled cancer.

Each person can habitually make good choices to protect himself or herself against illness. Important resources for healthcare are advice and care from medical professionals. Dr. Carolyn M. Clancy, Director of the Agency for Healthcare Research and Quality, a United States government agency, is a mentor on the importance of behavior change and women’s health. Dr. Clancy said, “You are never too young to play an active role in your health and healthcare.”

The American Cancer Society states that one in three people will be diagnosed with cancer, but more than two thirds of all cancer is treatable. It is critical to maintain a healthy lifestyle and to visit your doctor regularly. Prevention is needed to be a lifelong focus.

Relay for Life has been called a healing experience that offers a chance to join family and friends as well as others who themselves have worn the fight against cancer. Everyone and anyone families and friends make almost any disease better by being conductive to healing,” said Dr. Clancy. Relay for Life is a time to raise awareness about cancer and its survivors by sharing stories and building support for cancer patients, friends, and associates that are affected by its repercussions. If you would like to become part of Bryant Relay for Life, please contact the Director Nickie Archambault at narchamb@bryantedu.

Source: American Cancer Society, www.cancer.org
Blackout causes mayhem

By Molly Briggs  
Staff Writer

A college campus without electricity, wait, that means like no internet? Whatever, I’ll just watch a movie! What? Uh, I’ll just paint my nails. There’s no light. AAAAAGHHHHHHHHHHHHHHHHHH!

The blackout may have been a good experience for some. Perhaps they never realized how dependent their lives are on the Internet, television and radios. Although a prime opportunity to fall into REM sleep, or snuggle with a lover or a basket, some Bryant students saw it as a great chance to live like kids again; playing football in the rain, falling down and getting dirty. Oddly enough, many students were in the library soaking up the bit of luminosence left on the campus to get some work done. But of course, a Bryant University classic move, students saw this as an excuse to get drunk. Blackout for the blackout! Super bowl! Let’s get drunk! It’s Thursday! Let’s get drunk! Lunar eclipse? Let’s get drunk! Day we get back from spring break? Let’s get drunk! It’s amazing how many college holidays there are. Someone should make a college holiday calendar.

Back to the blackout. It was caused by a car accident. The generators have a 6 hour lifespan and 1/3 of the power was used a week before. Not knowing how much time was left in the generators and not knowing when the power would come back on the blackout was causing mayhem. Rumors spread through Hall 15 and it felt like we were counting down our lives. THIRTY MINUTES LEFT! THE GENERATORS ARE GOING TO DIE! WE ONLY HAVE 29 MINUTES LEFT! People were just running around trying to see as many as their friends as they could. I love big events like this because no one knows what to do with themselves. The best was the manhunt game that was planned to start at 3:57, exactly when the power came back on. Salmo food being cooked by candle-light and the uproar of cheers when the power came back on. Either way, the blackout was an unexpected excuse to procrastinate on a weekday and a memory for people to say down the road. “Remember that time we had a blackout at Bryant?” I know I’ll never forget my blackout experience.

Championship

Continued from page 1

Lewis summed up his Bryant career in just a few words “I have taken so much from Bryant University during the past four years and to be able to bring home a national championship is a perfect way to leave Bryant.” On the women’s side, Julie Rich has been ranked number one in the ECRC as well. The Bulldogs representing the women’s side were Senior Julie Richard, No. 1; Junior Chetresie Riek No. 2; Junior Dana Pepis No. 3; Freshman Allison Peppel No. 4; Freshman Melanie Unwin No. 5; Freshman Colleen Scallon No. 6; Freshman Alternate Brittany Dutch.

The Bulldogs representing Bryant on the men’s side were Senior Stephen Cornelli, No. 1; Junior Michael Paradise, No. 2; Junior Michael Mateo, No. 3; Senior Ryan Lewis; Senior More Andrew Cornelli, No. 5; Senior David Landry No. 6; and Freshman Alternate Larry Traian.

Four-year collegiate and university attendees attended Nationals and there were over 300 athletes that competed in this year’s Championships. The road to get to Kansas was not an easy one for Bryant, who had to play many powerhouses on their way. At the Regional Tournament, Bryant beat Penn State University and East Point and saw the men’s team finish first and the women’s team finish second.

Shane Wood, the ICRC Commissioner, explained it perhaps the best by stating, “The Bryant University Racquetball team are National Champions in every sense of the meaning. This title was truly a team effort and their support for each other, hard work, and dedication to success all year long finally came to a pinnacle as they captured the 2008 Division II National Title.”

It is true, these men and women played their hearts out and have made Bryant University very proud, and for the rest of their lives they will be able to remember those moments in Kansas City.

Congratulations to you, Bryant University Racquetball club, you deserve it.

LARCENY  
MAR 24 2008-Monday at 19:52  
Location: RESIDENCE HALL  
Summary: A student report money taken from her room.

VANDALISM (Residence)  
MAR 24 2008-Monday at 02:40  
Location: RESIDENCE HALL  
Summary: A report of broken furniture.

TOWED VEHICLE  
MAR 26 2008-Wednesday at 08:10  
Location: BRYANT CENTER LOT  
Summary: A vehicle was towed for outstanding fines.

EMT CALL  
Medical Services Rendered  
MAR 28 2008-Friday at 02:29  
Location: RESIDENCE HALL  
Summary: A report of a female having difficulty breathing and abdominal pain. EMS was activated.

DRUG POSSESSION WITH INTENT TO DELIVER  
MAR 28 2008-Friday at 22:20  
Location: RESIDENCE HALL  
Summary: A student was arrested for possession of marijuana, paraphernalia, and distributing material.

DISORDERLY CONDUCT  
Disorderly Conduct  
MAR 29 2008-Saturday at 06:45  
Location: RESIDENCE HALL  
Summary: A student was acting in a disorderly manner in Rozell. The subject was removed from the area.

VANDALISM (Residence)  
MAR 29 2008-Saturday at 04:31  
Location: RESIDENCE HALL  
Summary: A report of damage to a door.

LARCENY ($50-$200)  
MAR 29 2008-Saturday at 14:10  
Location: TOWNHOUSE  
Summary: A report of stolen wristlet.

EMT CALL  
Medical Services Rendered  
MAR 30 2008-Sunday at 01:47  
Location: RESIDENCE HALL  
Summary: A student intoxicated male. EMS was activated.

VANDALISM  
MAR 30 2008-Sunday at 02:48  
Location: TOWNHOUSE  
Summary: A report of a broken TV.

VANDALISM  
MAR 30 2008-Sunday at 03:55  
Location: TOWNHOUSE  
Summary: A reported broken window.

LARCENY  
Stolen Property  
MAR 30 2008-Sunday at 01:45  
Location: TOWNHOUSE  
Summary: A person was apprehended by DPS while attempting to steal a grill.

VANDALISM (Residence)  
MAR 30 2008-Sunday at 15:22  
Location: RESIDENCE HALL  
Summary: A report of a cut screens.

VANDALISM  
MAR 30 2008-Sunday at 15:42  
Location: TOWNHOUSE  
Summary: A report of a stolen jacket.

FIRE ALARM  
Fire Alarm  
MAR 31 2008-Monday at 02:43  
Location: RESIDENCE HALL  
Summary: A pull box was activated in a Residence Hall. Alarm was ruled as malicious by Smithfield Fire 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 9728.

Bias related incidents— a threatened, attempted, or completed action that is motivated by bigotry and bias regarding a person’s real or perceived race, religion, national origin, ethnicity, sexual orientation, disability, or gender status. Examples of these incidents include name calling, offensive language/gestures, and graffiti/behavior.

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Spotlight on Study Abroad

Name: Erin Willard & Lauren Albert
Class of: 2009
University: Lorenzo de' Medici
Location: Florence, Italy
Partner: API
Semester Abroad: Fall 2007
Duration: August 25th - December 15th

Reason for going:
Erin - I have always wanted to live in a foreign country and experience different cultures. Also, I wanted to be able to take interesting electives that neither Bryant nor any other US university could ever offer.
Lauren - I went to Europe for the Sophomore International Experience and loved it. I wanted to study abroad in Europe for an entire semester.

Best experience/memory:
Erin - On my last night in Florence, two of my roommates and I woke up before dawn and climbed to the top of Piazza Michelangelo, a park that sits on top of a hill overlooking Florence. It was beautiful watching the sun rise over the mountain as we were leaving Florence from above. Four months prior to that morning, I had been in the same park one evening and remembered thinking how big Florence was, but that morning it looked so small and familiar.
Lauren - For our fall break I went to Malta for the week. It was the very end of October and I was at the beach in the middle of the Mediterranean Sea. On our last day, we took a cruise around Malta and stopped at an uninhabited island to lie out in the sun and go swimming. I also got to gamble legally for the first time ever in one of Malta's huge casinos. I lost only 1 Maltese lira...but that is like eight U.S. Dollars, so I think my night was a success.

How was the school different from Bryant University?
Our professors were a lot more relaxed and not as politically correct. They were not as worried about the university. They really wanted us to experience as much as we could while abroad. We did do school work, but classes are once a week which allows for lots of traveling time.

How did this experience change you?
Erin - I became very independent and learned to live on my own. Being six hours ahead of my family and friends made it hard to rely on home and challenged me to do things for myself and experience being abroad.
Lauren - I am from a small town and for the first time I had to figure out how to get around a foreign city, and plan trips around Europe. I realized that you cannot plan for everything and sometimes you need to just go with the flow.

Would you study abroad again given the opportunity?
Erin - Yes! It was one of the best experiences. I met so many great people and learned a lot about myself. I would go back to Italy immediately but would also love to go to Ireland, Scotland, Denmark, and Sweden.
Lauren - Yes, but I choose to go to another country like France, Monaco, or Australia—somewhere with a lot of sun!

Mythbusters Investigate: Study Abroad

Is traveling around abroad in Europe easy?
Traveling while studying abroad in Europe is easy! From planes, to trains, to buses, public transportation can take you to just about anywhere you want to go.

When traveling from your host city, you have endless options for getting to your chosen destination. To begin, you have buses or trains lines. Not only do individual cities or towns have great public bus systems, but entire countries have bus routes, allowing you take a bus from one end of the country to the other, for a decent price, granted it may take you a while! Bus and train lines give students an economical chance to get off their feet and relax while touring their host city. Taking a bus gives you the option of traveling to sections of the city that you may not want to walk to or allow you to get to where you need to go faster.

Another option is trains. The train system throughout Europe is unparalleled to anything the U.S. has in place. There are different types of trains that take you to anywhere you want to go. Most country train systems have websites in English, allowing you to research times, prices, and destinations. Whether it's a 30 minute train ride to a beach, or an overnight train across Europe the options for train travel are tremendous. European trains are luxurious compared to the states. Offering overnight trains, private cabins, first class, and of course economy class for students! Most trains have tables and adequate room for a comfy long distance commute. Trains rain from country to country allowing you to view the country while getting from one destination to another.

And of course there are plenty of airports and airplanes. Most major metropolitan European cities have airports that let you travel to any destination you want. But the best option are the smaller airports in the suburban outskirts of the city. An infamous airline, RyanAir flies to these types of airports, similar to Southwest's strategy, a smaller, economical, no frills airline that brings you to airports outside major cities. RyanAir does just that. Flights cost as little as 1 euro! Once you arrive at your destination the options for getting to the city are great. Each airport has bus shuttles that depart according to RyanAir line and other airlines arrival schedule that will cost you around 15 euros to get you to the city easily and conveniently. Once you arrive in your destination you can take another train, bus, taxi, or simply walk to wherever it is you need to go.

healthy YOU at Bryant U

By Zarana Kathrani
Assistant Campus News Editor

It is hard to miss the recent changes that have taken place in Salisbury Dining Hall in the past few weeks. Not only is there a computer near the entrance of the cafeteria, but there are also numerous pamphlets available, all providing a plethora of nutritional and dietary information. In addition, there are also the plates of food at the bottom of the stairs that advertise the meal for the day, along with the nutrition facts next to it. Why such a sudden outburst of dietary information? Well, thanks to the new Healthy Campus Coalition, now Bryant students have several resources available to find a suitable diet that meets their lifestyle. In order to educate the student body about eating healthy, Bryant students, faculty, and staff have created the Healthy Campus Coalition. The coalition has partnered up with Sodexo to introduce "The Balanced Way," a program that offers food under 600 calories. The healthy campus initiative, properly titled "Healthy YOU at Bryant U," aims to improve the eating habits of the Bryant Community.

The myriad of pamphlets do, indeed, offer some helpful tips on eating healthy. From "Eating Away from Home" to "Take Time for Exercise" the brochures provide detailed suggestions on maintaining a healthy lifestyle. For instance, one of the brochures advises to create a plan before finalizing the food selection, making sure to look at all the available options. It also points out that salad and fresh veggies should definitely be included in the selection, along with plenty of water. Of course, eating healthy also goes hand-in-hand with regular exercise. Another booklet also recommends that activities such as walking, going to the GYM, playing sports, and even biking can all contribute to provide more energy, both physically and mentally.

Currently, Healthy YOU at Bryant U is primarily focused on good nutrition, but has much more in store for the future. Down the road, the program hopes to incorporate other goals such as getting enough sleep, stress management, and improving one's mental and emotional state.

It is said that every big accomplishment starts with something small, and this is just the type of advice Jennifer DiPietro, member of the coalition, proposes. "By starting out with these baby steps, they will eventually become part of one's well-being."
Men's Lax heads to Gillette Saturday with 5-3 record

By Benjamin Rich
Staff Writer

Finally getting another chance to play in front of a home crowd, the Bulldogs faced American International College last Wednesday on the turf complex with a final score of 31-3. The stands were packed tight with enthusiastic fans, ready to get a glimpse of their team who hadn’t graced the turf since late February against Adelphi. The game started off strong, with the Bulldogs scoring 14 unanswered goals in the first quarter, which allowed the team to deliver enough action to satisfy the rowdy crowd. As the half progressed, the Bulldogs continued to absolutely dominate the Yellow Jackets, controlling the ball almost entirely and posting four more goals.

In the second half, the Bulldogs rang up another 13 goals on the Yellow Jackets while AIC was able to stop the shutout with 3 timely goals. The total of 31 goals is a new record for Bryant, breaking the previous record of 27 set against Franklin Pierce last season. Seventeen members of the Bryant Lacrosse team were able to score at least one goal. The most noteworthy of the players would be Bryant Amistrano, Connor Hayes and John Triscula who each had a hat trick in the game and proved to be valuable assets. The Bulldogs were able to show their versatility in the goal by placing a different goalie in each game; for each quarter, Mike Kennedy started the game, and was followed by Andrew Cimpljeny, Brad Burkhardt and Robert Bleakley. Combined, these four had 8 saves and only let by 3 goals. Late in the book, fresh off a powerful win, the team traveled to Saint Michael’s College in Colchester, Vermont to battle the Purple Knights. The Knights had just come off a win against Sigma Alpha Epsilon, and had a record of 3-2. However, the Bulldogs were able to come out on top with a final score of 9-5. As usual, junior attackman Bryan Kaufmann’s offensive contributions made a significant difference in the game, posting four goals and one assist. The offense was also fueled by Kevin Hoagland, who had two goals, as well as Jim Long and Matt McKeefry who each had one.

The tough defense of Cory Mac Dougall, Matt Murnane and Joe Rauchutz continued to shut down the powerful offensive attacks of the Knights on Saturday. Murnane, a sophomore at Bryant, scooped up 5 ground balls in the game, tallying a total of 30 on the season. The defense of Mike Kennedy was also visible through his attentive goalkeeping which resulted in 15 saves and held the Knights to only 7 goals.

This Saturday, the Bulldogs will travel to Gillette Stadium, home of the New England Patriots, to face the Merrimack College Warriors who were undefeated prior to last week's loss to Le Moyne and are currently ranked 6th. Bryant's game will be the second half of a college lacrosse double-header, featuring Harvard University and Cornell University facing off at 12:00 followed by Bryant versus Merrimack at 3:00. The games at Gillette will be a preview of the NCAA championship tournament set to take place in May.

Waters Way: Final Fours is now the Final One's

By Alan Waters
Staff Writer

This year’s Final Four brings a new look. No last year’s National underdog has made its way to the Promised Land riding great momentum, like the Gonzagas of the past or the Georgia Tech Rams. That fact alone makes this year’s tournament more meaningful to college basketball fans than any other in recent history.

For the first time in NCAA Tournament history, we will see the top four seeds face-off in what should be an exciting and powerful weekend for college basketball. Not only do you have the tradition of teams such as UNC, Kansas, UCLA and up and coming Memphis. You also have some of the best players and coaches in the college ranks.

Looking at the coaches, their laundry list resumes go on and on. Ben Howland, John Calipari, Roy Williams and Bill Self are some of the best coaches in the game today and deserve all the recognition given to them. Combined, these four powerhouses have compiled a 186-9 record, an outstanding feat. Each team should be commended for its hard work and efforts put in this year.

Looking at the players on each team, it is no wonder three of the five first-team All-Americans have led their teams to the Final Four. Despite being the only team not to have a first-team All American, Kansas has still received incredible contributions from the team game, with four of their five starters averaging double figures in scoring all season.

Outstanding freshman Kevin Love of UCLA is a complete center who knows how to play the game and make big plays when needed. Chris Douglas-Roberts proved to be the leader of the Memphis Tigers. Roberts did any and everything asked of him this year and did not disappoint. Tyler Hansbrough has proved to be the best player in college basketball. Dominating opponents would be an understatement for this unanimous Player of the Year selection. As this weekend arrives, excitement will begin to rise around the games will not disappoint. As a college basketball fan I am excited to see what each game has to offer. I know I will not be disappointed. Unless of course, UNC lost. No matter what, I can confidently say each of these teams deserves a shot at the title and the hype around the games will not disappoint if you are a true college basketball fan. So clear your Saturday night and get ready for some great games.

For another Waters Way on Men's Lacrosse playing at Gillette, please go to www.bryantarchmag.com.
Mark your calendars

Baseball:
- 4/5 v. St. Anselm @ 12 and 2
- 4/6 v. St. Anselm @ 2
- 4/8 v. Stonehill @ 3:30
- 4/9 v. Stonehill @ 3:30
- 4/10 v. Stonehill @ 3:30

Softball
- 4/5 v. Adelphi @ 12 and 2
- 4/6 v. American International @ 12 and 2
- 4/9 v. Stonehill @ 3 and 5

Women's Lacrosse:
- 4/5 v. St. Michael's @ 1pm
- 4/8 v. Stonehill @ 7pm

Men's Lacrosse:
- 4/9 v. Bently @ 7PM

Top Dogs

Michael Kennedy
Year: Senior
Sport: Lacrosse
Senior goalkeeper Michael Kennedy (Port Jefferson Station, NY) earned his second Northeast-10 Conference Goalkeeper of the Week accolade after a 2-0 week that saw him allow just five goals in a pair of starts. Kennedy registered 15 saves on 28 shots in the team's 8-5 win over Saint Michael's.

Kate Thomas
Year: Junior
Sport: Softball
Softball junior Kate Thomas (Bedford, NH) captured this week's Player of the Week honors for her work on the diamond in the Bulldogs' 4-2 week. Thomas hit .536 with four extra base hits, going 5-for-5 from the plate in a double-header sweep of Pace. Against the Setters, Thomas hit a pair of triples, a home run and a double to drive in three and cross the plate four times herself.

Do you like sports? Join The Archway Sports Team.

Come to a meeting Monday at 4:30 pm in the Bryant Center room 2B.
No experience necessary
Email archway@bryant.edu for more information

Bryant softball: standing tall

By Jessica Komoroski
Assistant Opinion Editor

Bryant's softball team began their Conference schedule Thursday, March 27 in a double header against the Franklin Pierce Ravens. The Bulldogs started the season with an explosive 8-0 victory in the first game of what became a pair of victories for Bryant and senior starter Janine Enos. The second game—running only 5 complete innings before being called on account of darkness—yielded a 3-2 Bryant win. Enos allowed only 2 earned runs over 11 innings of work again the Ravens. Thursday's offense was highlighted by Bulldog senior second baseman, Jennifer Serrano, who knocked in 5 runs including a home run during the first inning of the second game. The team kept to form, sweeping Pace in a double header on Saturday. Junior outfielder Kate Thomas led the Bulldogs' offense with a walk-off homerun to seal the deal for the team in the first game, and she ended the day 5-for-5 with 3 RBI. She accounted for 4 runs scored and 4 extra-base hits before the day's end. Thomas' work was complemented by another stellar pitching performance from Enos, who allowed only one unearned run and struck out 8 Setters in her 5 innings of work in the first game. Freshman starter Samantha Houseal picked up her second win, allowing only 3 hits and 2 runs in the second game.

Although the Bulldogs lost 6 seniors following last season, the team expects to boast a distinguished record this year. Before the season began, Bryant was picked to rank second overall in the conference by league coaches. Albeit a young team, the Bulldogs are already off to a solid start in the conference. They set out Sunday to play national power C.W. Post on Sunday carrying a league winning streak. The game is considered a rematch of the 2007 NCAA regional championship game in which the Pioneers defeated the Bulldogs and earned a spot in the College World Series.
By David Nelligan
Staff Writer

Bryant students are finally making good use of the Bryant Axis Channel and the brand new equipment in the Koffer building. Last semester Ben Conn and Mark Dondero started the very first student-run television show ever to be aired on the Bryant Channel. It is a sports-based show, focusing mainly on New England teams. The premise for the show is a continuation of their radio show Loh, Conn, and the Don that airs on WJMF Wednesday nights at 10pm. The radio show talks about everything from sports to entertainment news to campus happenings, all while featuring the three hosts arguing over the topic.

The show has been on the air for the past two years, but when Ben and Mark heard about the opportunity to have their own television show, they immediately jumped at the chance. They began filming last semester in conjunction with members from the media production club. The show is named the "Sports Axis Show" and features the two sitting at a table updating the Bryant community on scores, trades, their predictions, and anything else having to do with sports, as well as having Bryant athletes as guests. This semester, Ben remarks, "the show is more serious and creative," the duo is coming in with more experience and as Mark put it is "much more comfortable in front of the camera and with each other." Each show now features a different theme, such as Tool Time, Pardon the Interruption, American Idol, and segments such as the Budweiser Hot Seat. To end the show Ben and Mark debate over a goofy topic sent in by viewers, such as hardwood floors vs. carpet or pen vs. pencil. Each will pick a side and debate why their pick is better than the other's. They will continue this theme and hopefully come up with something new and inventive to keep audiences entertained and allow themselves to have some fun at the same time.

They also invite their friends on the show to appear as special guests. So far they have had someone play Heidi on Tool Time and others play judges on their American Idol spoof.

Sports Axis is filmed on Monday nights and is looped on Channel 48 throughout the week. Even though Ben and Mark write the script and are the on-screen personalities, many more people are involved in the show. Ben and Mark especially want to thank Devon McCarthy, Eric Loh, Chris Claude, Brian Ko, Jess Clark, and several other members of the media production club who help make their show a success every week. Mark and Ben also want to encourage anyone else in the Bryant community who is interested in having their own show to e-mail them or come and view a filming of Sports Axis. The studio is open to all students and faculty and the station is always looking for new and creative shows.

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give a damn.

www.bryantarchway.com
Bryant Football gets ready for D1

By Kyle Kober  
Staff Writer

In a move which President Machtley views as crucial to the advancement of Bryant University, the sports teams are entering the transition stage to become official members of the North East Conference of the Division I Championship Subdivision. The move will take four years and by 2012 the university will be the twelfth member of the conference. The Bryant University football team, which was a powerhouse in the NE-10 Conference of Division II, will now be playing at the same national level as Harvard, Yale, UNH, UMass, and the now infamous Appalachian St. While the Bulldogs might not be in the same conference as these national powerhouses, just to be playing in the same division as these teams is a tremendous accomplishment.

The football team will benefit from this move in many respects. As a Division I school, the Bryant University football team will become better known throughout the east coast leading to better recruiting for both athletic and academic purposes. The only issue with the transition is that the coaching staff has never seen any of the opposing teams, so they go into the first season at most blind. This is the reason for the four year transition period; in that time the school will not only be able to recruit better athletes to compete at a higher level but they will gain valuable game experience and knowledge about the other schools' personnel and coaching schemes. According to Head Coach Marty Fine there are no real negative aspects to the transition from D-II to D-I. "President Machtley has the best interest of the university in mind at all times, he would never do anything with negative repercussions." This is quite true, while the move may create new obstacles for the university and its sports programs, the trouble will be well worth it when Bryant University becomes a permanent member of the North East Conference.

The football team will face many obstacles that they would normally face regardless of the division change. The biggest one will be replacing the driving force behind the team's success, Charlie Granetell. Granetell was a leader on and off the field, setting school records for all passing categories including 6,816 passing yards and 58 passing touchdowns. This is a hard act to follow but Jay Graber is ready for the challenge. Graber will be a senior for the 2008 season and is expected to fill the shoes of Granetell, and do it quite well. Graber is a Dean's List student who has used his intellect and time studying Charlie Granetell as he led the Bulldogs to numerous victories, to master the offense. While Graber is the current front runner for the quarterback position, there have only been 5 full pad practices so far this spring, and the position is still Graber's to lose.

The Bryant University football team also did something this season that they had not done since Coach Fine took over: they graduated all 6 captains leaving a void in leadership. Defensively the leaders have emerged, future junior linebacker Paul Polumb, future senior cornerbacks Bryce Martin and Mike Morgan. Unfortunately that is only half of the equation; the offensive leaders have yet to emerge due to injury. According to Coach Fine it takes, "Good grades, performance, and honor" to be a good leader and you cannot perform if you are sidelined with injury. Hopefully within the next few weeks leaders will emerge on the offensive side of the ball for the spring game set for April 12th at 1:00pm.

One of the main reasons that Bryant University was able to make the switch to the Division I Champion Subdivision was the large amount of talent that the athletic teams have possessed over the past years. The 2008 fall season should be no different, especially for the football team. Coach Fine said the defense is the fastest it has ever been and all the linebackers and cornerbacks have returned from last season, giving the Bulldogs a very good perimeter defense. Two players to keep an eye on next season are running back Jerell Smith and defensive end Don Smith. Both players received good amounts of game time last season but were not the elite players at their respective positions. Jerell Smith spelled for starting running back Lindsey Gamble. Smith is a much more speedy and agile running back than Gamble but to excel he needs to be given open running lanes. Over the offseason Smith put in time in both the weight and film rooms to become a smarter more powerful player, which will allow him to recognize the holes better as well as make a few of his own. Don Smith, according to Coach Fine was a good player last season, but this season he has the potential to be a great player. Smith is exceptionally fast for someone with a 6'4" 240 pound frame, allowing him to put great pressure on opposing quarterbacks. Look for both of these players to have breakout seasons.

The most anticipated matchup of the season is undoubtedly the October 25th match up against UMass Amherst. UMass is a national powerhouse that was ranked number seven at the end of the 2007 season. Coach Fine expects UMass to go all the way to the Division I Champion Subdivision championship game and even win the championship itself. This game, even though it is an out of conference matchup is still extremely important for the Bulldogs. It will be a vital measuring stick to see how Bryant football competes against an elite

2008 Bryant Football Schedule

<table>
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<tr>
<th>Date</th>
<th>Opponent</th>
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<tr>
<td>Aug 30</td>
<td>at Central CT 1PM</td>
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<td>Sept. 6</td>
<td>Southern CT 1PM</td>
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<td>Sept. 13</td>
<td>Merrimack 1PM</td>
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<td>Monmouth 1PM</td>
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<td>Oct 25</td>
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<td>at Iona 1PM</td>
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<tr>
<td>Nov 22</td>
<td>at St. Francis 1PM</td>
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The 2008 Bryant Football team will continue to play NE10 teams as out of conference games.

access exclusive content or comment online at www.bryantarchway.com
Should Microsoft continue to woo Yahoo?

By Joe Pelletier

Online Editor

Microsoft is unlikely to raise its current bid for Yahoo to the rumoured $34 per share, but discussions among analysts and investors about the possible acquisition continue to be unyielding. The un undisclosed $44 billion buy out of Yahoo would make Microsoft a significant player in the internet marketplace, but only to an extent.

Initially, such a takeover would allow Microsoft to capture a healthy 13.6% of all U.S. internet traffic among the top internet properties, according to the internet research firm Hitwise. This move would put Microsoft at two-times that of Google's traffic and give the company a new platform to expand its advertising base.

However, Google, unlike Yahoo or MSN, isn't a web portal. In fact, its core competencies lie within its search and advertising operations, controlling close to 75% of the sector. With such market share in its core business, Google has been able to successfully leverage its advertising initiative and create unprecedented value for the company, achieving a year-over-year growth rate of 50%. Essentially, while Bill Gates has been a cant player in the internet marketplace, but not a web portal. According to the Rimm-KauJman Group, a New York firm that specializes in evaluating media companies, a Yahoo-Microsoft merger would only better Microsoft's paid advertising initiative and create unprecedented value for the company.

Microsoft has -evera) other Issues with Yahoo, the company will need to craft a strategy to differentiate it from all of your printed materials like your logo, slogan, and web site. What are the good things you want to make your brand with

The Scoop on Investing

Submitted by Megan E. Clive, SIFE Member

Q: What is investing? A: An investment is something that you buy with the expectation that you will make more money over time. Some examples of common investment vehicles are stocks, bonds, mutual funds, and real estate.

Q: How does the stock market work? A: When you buy a share of stock, you are actually buying a share of ownership in a company. The company will do a little bit better job of increasing the value of your shares as long as the market is doing well. If you sell it at a higher price than you bought it for. If the stock price appreciates, you can lose money just as easily as you can make it.

Q: What is Return on Investment, and what does it have to do with risk? A: Return on Investment (ROI) is how much money you earn on your investment and how much money you lose on your investment. You need a way of comparing the dollar returns of different investments so that you can make an informed decision about which investment to make.

Q: What's the best way to start investing? A: As an amateur investor, it's best to buy low and sell high. You're looking at buying shares in a mutual fund or exchange-traded fund (ETF). These funds pool money from a number of small investors and use it to invest in a wide variety of investments. They maintain diversified portfolios, which helps to reduce the impact of any single investment on your portfolio.

Investment Fund

The Student Entrepreneur: Branding your company

By Michael Adams

Staff Writer

Before you launch your new venture, one of the most important things you want to be thinking about is how you want your brand to be positioned in the market. With the right branding strategy, the sales will fall into line, and you will succeed. If you find three tips that have helped you solidify your brand in your eyes, you'll find your base.

1. Be Consistent: Across all of your marketing materials like business cards, brochures, and, of course, mailings, you want to be sure that they all carry the same brand message. Put your logo, slogan, and website on everything that you give out. This consistency will roll over to your website as well. Make your website synonymous with your branding strategy.

2. Tell your story: I come across so many cookie-cutter business cards and other printed materials that are clearly designed with a template program, which means those people put a thought into their branding strategy. They don't differentiate it from all of your other material.

3. Design is King: Establishing a really killer brand is essential to business success these days. If you can't design a professional (and sometimes fun) brand, then it's not a strong one.

Bottom line here is that you've got to be consistent and in order to create your brand and differentiate it from all of your other unique business partner(s) through research, presentation, and with your concepts. If you have a concept in your mind, be ready to grow someone else to make your branding concept come to life. Oh yeah, don't be afraid to meet with every investing-professor if you need some help.

Have a question on entrepreneurship? Email madamess@bryant.edu and it might show up in my column next week.

Michael Adams is the owner of Eddie's Energy Bars based in Richmond, Vermont.

The Archway Investment Fund

"The Student Run Portfolio"

The Archway Investment Fund is to offer involved students a hands-on experience in wealth management and financial education. While primary function is as a learning instrument, the fund is also designed to preserve the purchasing power of its assets as well as to earn a reasonable rate of return over the long term.

Want to learn more about the Fund? Contact Archwayfund@bryant.edu

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Q: How does the stock market work? A: When you buy a share of stock, you are actually buying a share of ownership in a company. The company does not always have a higher price than you bought it for. Other factors that might affect how the value of your shares change are national and global economic conditions. If the company is doing poorly, the value can decline in the year and selling as soon as it drops. So, how can you counteract this instability? First, remember that the market is constantly fluctuating. A "hot" stock with a high price will typically only keep rising for a limited time before it declines. It goes up and down, right? So, if you lose money, you can make your money back. When a company is doing poorly it isn't necessarily going down the tubes. Investing in the stock price is how the company is out of business.

Q: I invest in companies doing well, and then sell out when they stop doing well. So why do I keep losing money? A: This is a very common issue. While this strategy might sound simple, in fact it contradicts the fundamental rule of investing: buy low, sell high. If you're buying in when companies are doing well, you're probably paying too much for your stock. Then, as companies do well and the price increases, you can lose money just as easily as you can make money.

Q: What is Return on Investment, and what does it have to do with risk? A: Return on Investment (ROI) is how much money you earn on your investment and how much money you lose on your investment. You need a way of comparing the dollar returns of different investments so that you can make an informed decision about which investment to make.

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Swan Song for the Ballpark

By Greg Hirshorn
Staff Writer

Opening day is one of my favorite days of the year. It is a day of fresh starts where every team and every player starts with a clean slate. It makes me think about my first baseball game and how amazing and large the game was to me as a six year old. This opening day was better sweeter for me though because the reality is starting to sink in that this is the last season the Yankee Stadium will have its current home.

I have had so many memories that took place at Yankee Stadium good, bad, and everywhere in-between. I remember going to the 1992 to see Mariano Riverso as a starter, who was ineffective to say the least. Before he became the dominant closer he is today. My Dad and I would sit in the stands and he would tell me stories of when the Yankees were seemingly unbeatable. At this point in time I could not even comprehend watching the Yankees with championship aspirations.

The on-field product may not have been the best at that point in time, but one thing that I was always pleased with was the ballpark. You get a feel in Yankee Stadium, a sense of history. It is similar to the feeling you get at Fenway, only larger. It's as if the field is the patio, but we got much more than a dose. The pure, unfiltered joy of history. It was something special. In the middle of May. Sometimes high of 50 degrees, sometimes below freezing. It was the ballpark. You get a feel that this is the home of Babe Ruth. Lou Gehrig. Career hit leader.

I remember going to Old Timers' Day one summer and for spring break, we went to Yankee Stadium and I remember that it was so cold that Alaska and your fellow 49 states should have been able to admire the businesses who are not necessarily those of the newspaper or Bryant University.

Dunkin' Discriminates?

By Jessica Kemenoski
Assistant Opinion Editor

And so there I was, sitting in a chilly ice arena enjoying a cup of Dunkin' Donuts coffee when something caught my eye. It was something absurd—mind boggling, if you will. I felt my breakthrough into a world of milk was so important, I even wrote about it in a recent article. During my life, I have once have a yoga, delicious cup of coffee in your hand, you feel so good, you put my mind to the little everyday atrocities floating around me. The room was dark, but I could still see. My coffee was still there in the orange box. Why is it that Alaska and

Hawaii are missing from the America Dunkin' Donuts ports? If I do say so myself, any marketing guru would relish the opportunity to sell this deal. Steamy lattes into Alaskans and cool, refreshing iced coffees to Hawaiians. The thought of just disregarding two-thirds of the most beautiful states does not shine brightly on one of the most lucrative businesses in the world.

In that the Dunkin' Donuts company doesn't fear the Pacific Ocean? Quite a shame, I hear it's really nice out there. In today's growing business world, international trade has become a must for the top players. Dunkin' Donuts serves as a direct channel to 3 million customers a day, worldwide. This again places fault in their infamous "America " logo, since it is only a representation of you, wouldn't she? But for those of us who have seen the "America Runs on Dunkin" campaign, they are not the only one with this perspective.

What message are they selling to the overseas consumer? "Our American pride is worthy of running on Dunkin," the rest of the world can simply give us their Aspasiapecially at a business school, we should be able to admire the businesses who are not necessarily those of the newspaper or Bryant University.

The Opinion pages of The Arch way feature the opinions of the identified columnists and writers, which are not necessarily those of the newspaper or Bryant University.
Did Obama Write the Wrong?  

By: Daniel J. Tothill  
Staff Writer

In every presidential election there are gaffes and setbacks, some more detrimental than others. Former President Barack Obama is one of those people. In a 2008 speech he made to an audience, Obama said, "If you're a light-skinned black person, you'll have advantages that I do not have." This statement was widely condemned and slammed across the country. Obama's campaign worked hard to downplay the issue, but it was a major setback for his campaign and it showed the public that Obama did not fully understand the reality of racism in America.

Obama's campaign was marred by numerous controversies, including the controversy surrounding his Chicago-acreage, the Reverend Jeremiah Wright, and the racially charged remarks made by Vice President Joe Biden. These controversies were a major distraction from the issues at hand and from the real work that needs to be done to improve the lives of all Americans.

In conclusion, Obama's campaign was marked by numerous controversies that ultimately proved to be a major setback for his chances of winning the presidency. However, his presidency had a significant impact on the country and he was able to achieve many important goals during his time in office. Overall, Obama's campaign was a reminder of the challenges that come with running for president and the importance of making tough choices in order to advance the country's interests.
Hi, we're Joe and Ryan. You may have seen us at a local pub sipping down cheap pitchers of beer with our fellow seniors. But, when it comes down to it, we really enjoy good, high-quality beer, and we're sure many of you do too. Unfortunately, we often see most other college students drinking garbage beers because they're dirt cheap at the liquor store. That's why we decided to write this column—to provide you with an opportunity to educate yourself about the endless amount of microbrews out there. However, this week we're deviating from a microbrew review and throwing it back to a more legendary beer that we think everyone should appreciate, but only if you're 21 or older, and do it responsibly.

It's back! "The beer that made Milwaukee famous." Some of you might have heard your parents or grandparents shout that slogan or talk about the infamous old beer with "just the kiss of the hops." Schlitz. You may have even seen the can on your grandfather's tool bench full of old nuts and bolts, or on a vintage advertisement at your local tavern wall. During the 1970s Schlitz was the shit.

Schlitz's website claims that at one point in its 159-year existence, it was the most popular beer in the country (back in the day, of course) and for a good reason. A lot of things have changed since the Schlitz hay days and we were a little curious as to what they had brewing. The originator of the brown bottle, Joseph Schlitz came to Milwaukee at the age of 20, where he began by working for a small brewery tavern. But after the owner passed away, he took over the brewing company and named it Joseph Schlitz Brewing Co. The beer became a mammoth success after the Great Chicago Fire in the early 1870s, which drove Schlitz to donate hundreds of barrels of beer to the city, earning it its key slogan.

Schlitz was sold to the Miller Brewing Company because it wasn't able to sustain growth and keep prices competitively low. After that, the Joseph Schlitz Brewing Co. image went downhill as Miller played with the brewing formula and many of its loyal drinkers ran for hills.

Now in 2008, 25 years after the brew lost its prestige, it's back in its original formula and taste—which at one point made it top the charts as the most popular beer in the country—and ready to compete with the thousands of microbrews and varieties that have emerged since it went away. Overall, it has the same core characterististics and boldness of a crisp, refreshing Bud light, but without sacrificing the flavor and great qualities of heavier beer with a good punch. It packs like any other mass-manufactured beer— with a light golden color and a white foamy head that disappears fleetingly. It tastes similar to a hybrid Budweiser-Bud light, but with a stronger and more copious flavor. It's more crisp and clean than a Budweiser, and doesn't weigh you down like a Budweiser—only you down as much—good news for those of you out there who aspire for the virile look of a Bud in your hand, but secretly can't hold down more than a six-pack at a time.

If you don't believe us, sit down with an old-timer, and crack open a can. While years ago you might have been mocked or ridiculed for drinking Schlitz at a party, after Miller changed its taste and it lost its pizzazz, things have changed and we'd be proud to invite friends and strangers alike to share in a cold one with us. To turn some heads and make the crowd show some respect for the beverage that introduced the brown bottle, saving the world from a countless number of skunked beers, bring some Schlitz to your next party. It's priced right between Budweiser and Pabst, but with a taste that's marginally better. So next time you're in the package store, save some dough by going for the gusto!

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Bulldog Flicks: *Drillbit Taylor*

By Michael Pickowicz
Staff Writer

There is no denying that the movie "Superbad" was a success. It was easily one of the funniest movies of last year. Going into "Drillbit Taylor," I was a little skeptical because of its similarities to "Superbad." Even more, Seth Rogen, one of the writers of "SuperBad," is a writer for this movie. So does this mean "Drillbit Taylor" is simply Superbad-lite?

"Drillbit Taylor" is a comedy about three nerdy teens who are about to experience their first day of high school. While they enter with high hopes, they are quickly shot down when two crazy bullies make their lives living hell. In desperation, they send out a cry for a bodyguard. Drillbit Taylor, a bum, answers the call, but has other intentions on his mind.

Like I mentioned before, the first thing I noticed was the three teens' striking similarities to the three teens in "Superbad." You got your fat one, your skinny one with low self-esteem, and the small bizarre one. Thankfully, the similarities end there, as the writers had the good idea to revolve the story around a topic that a freshman in high school could relate to. While bullying may not be a new topic in movies, "Drillbit Taylor" does a great job in creating a story that every geek dreams of. Who wouldn't want to hire a bum to beat people up?

What really surprised me was that "Drillbit Taylor" was actually very funny. With comedies that are tailored to both kids and adults, such as the new "Bad News Bears" and "Night at the Museum," I found that most try too hard to please everyone, thus pleasing no one. Here, the comedy is consistent throughout the movie. With a writer like Seth Rogen, I suppose this should be expected. It's always fun to see kids being forced to pee on each other, or having them practice fighting on another. You can also thank Owen Wilson, who plays his typical character who you're probably used to now. It still works, for me at least.

It's not all great in "Drillbit Taylor," however. As you may know by now, I don't mind side stories if they can be tied to the main plot and gets resolved. Halfway through this movie, Drillbit falls for a teacher. That's it, however. It adds nothing to the story as it has no effect on his character or his commitment to the kids. It just drags the middle of the movie along. The movie also felt like a "By-the-book" comedy, with the usual rise-to-fall-to-rise again plot.

While "Drillbit Taylor" follows the similar path of other comedies, the ride is simply hilarious. The three unknown kids make their characters believable and Owen Wilson fills his role like a glove. While the movie may not turn the world of comedies upside-down, it's absolutely entertaining and fun way to spend 90 minutes. "Drillbit Taylor" gets 3 1/2 Bulldogs out of 5.

This Movie Earned 3.5 out of 5 Bulldogs

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**SUDOKU**

*THE SAMURAI OF PUZZLES* By The Mephisto Group

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1 2 3 | 9 8 7 |
6 4 8 | 7 9 2 |
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**Horoscopes**

*Scorpio* Enjoy what you're doing as much as you can, even if it's tough. Having a smile on your face gives you a psychological advantage.

*Scorpio* Continue with your shopping. Replace whatever's broken. Go ahead and make a mess in order to make things better.

*Capricorn* The action's fast and furious. Continue to provide support even if you're not out there on the front lines. The job you do is important.

*Aquarius* You may be in a cranky mood. You're impatient to get results. Even so, the results you're getting are not what you had in mind. Try again tomorrow.

*Pisces* There's a sense of urgency in the air. Don't race off in several directions at the same time. Know where you're going and why.

*Virgo* Frustrations increase as you seem to be getting nowhere fast. Listen to what the others are saying; one of them has the clue.

*Taurus* There are a couple of errors you really have to run. Don't extend the trip any longer than absolutely necessary. It's a jungle out there.

*Gemini* Sometimes you have to just say no. That's really difficult when the whole crowd's saying "Got Outta Here!"

*Cancer* Because you are so often polite, even when you disagree, some people think you're a pushover. Nothing could be less true now.

*Leo* Obligations get in the way of your foolishness. You might fit in some fun if you get the chores done quickly. There isn't a moment to waste.

*Virgo* Be compassionate with a friend who's going through a difficult experience. What he needs is your reassurance.

*Libra* Domestic tranquility is interrupted by an older person's demands. There'll be time to relax later.

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**W IMF 88.7**

*THE BEAT OF BRYANT*
"In Hall 15 someone put condoms with lotion in them on everyone's doors. It was really gross but a good April Fools' joke. When I was younger I also used to put plastic snakes in my mom's underwear drawers and she would freak out."
Melody Moore '11

"I wrapped my friend's car in cellophane. It was hilarious."
Michelle DiLusio '09

"My friend told me he was transferring to UConn for the girls. He was dead serious, but he told me it was a joke."
Bill Ryan '09

"My friend hooked up with some guy recently and I told her that everyone had found out somehow. She was ready to cry and so embarrassed."
Kristy Albano '11

"The holiday seems to be most exciting for little kids like going home with salt in your hair and telling your mother it was itchy. Another popular one was saran wrapping the toilet."
Jenny Coombs '11

"My mom told me that I was adopted."
Ryan Williams '11

"I put toothpaste in Oreo so it looked like the filling. My friend ate one and I was disgusted."
Chris Foss '11

"I taped the nozzle on the sink so when someone turned on the faucet it squirted everywhere. My mom wasn't too happy."
Steve Fitch '09

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Compiled by Maddie Archambeault