Origin of man: Nobel Conference 2008

Kayla Timm  
Staff Writer

G  
ustavus is known nation- 
wide as the first institu-
tion in the United States 
to have the official authoriza-
tion of the Nobel Foundation in 
Stockholm, Sweden, to hold an 
educational conference each year. 
Its aim, according to the Gustavus 
website, is to “link a general audi-
cence with the world’s foremost 
scholars and researchers in con-
versations centered on contempo-
rary issues related to the natural 
and social sciences.”

The discussion this year will 
revolve around human evolution, 
and trace human history from 
its origins in Africa to modern 
times.

“The annual Nobel Conferenc-
es are noted for timely and con-
structive discussions of important 
scientific and social issues,” said 
Nobel Conference Director Tim 
Robinson.

This is a unique opportunity 
for students, alumni, and mem-
ers of the outside community 
to learn about human evolution 
from experts on the topic. 
The Nobel Conference will 
open on Tuesday, Oct. 7 with a 
welcome from President Ohle. 

Also speaking Tuesday will be 
Svante Paablo and Curtis Marean, 
Also speaking Tuesday will be 

Robinson.

Nobel Conference Director Tim 

other experts speaking at the 
conference include Dennis Stan-
ford, the Head of the Division of 
Archaeology of the Smithsonian 

National Museum of Natural His-
tory; Stanford will speak on “The 
Ice-Age Discovery of America.” 

Speaker Robin Dunbar, the Di-
rector of the Institute of Cognitive 
and Evolutionary Anthropology 
at Oxford University, will focus 
on “Mind[ing] the Gap: Why Hu-
mans Aren’t Just Great Apes.”

Also showcased will be Min-
nesota archaeology with two 
presentations by Archaeologist 
Scott Anfinson and University 
of Minnesota Archeologist Guy 
Gibbon, on Tuesday Oct. 7. 
The conference is “the essence 
of liberal arts being showcased,” 
said Joel Carlin, a member of the 
Nobel Planning Committee.

“I feel that the topic this year is 
more applicable and more inter-
esting to the general public than it 
has been in previous years,” said 
Emily Johnson, a senior sociology 
major.

Senior Art Major Tania Schuel-
er had a similar opinion, com-
menting that human evolution 
is “a piece of history that every 
person is connected to.”

“I’m really interested in all the 
talks,” Carlin said. He went on to 
say, “I believe that evolution is 
absolutely real—that the phenom-
emon is as real as photosynthesis 
or the Earth orbiting the sun.”

“I am quite excited about visit-
sing, since I have heard a lot about 
the Nobel lectures at Gustavus Adolphus,” said Paablo.

“It is a cool opportunity to 
see how science is done and how 
investigations are conducted,” 
said Carlin.

Tickets for Gustavus students 
can be picked up at the Student 
Activities Office in the lower 
level of the Campus Center. One 
complimentary ticket is provided 
for each Gustavus student.

Non-students can mail ticket 
orders to the college or order 
them online at www.gustavus. 
edu/nobelconference. Individual 
tickets for non-students cost 45 
dollars.

Lund’s ice arena puts sports on the rocks

Christy Dudero  
Staff Writer

In early July 2008, the cooling 
system used to produce ice in 
the Gustavus Ice Arena sprung a 
leak. In previous years, the pipes 
have been mended, but they are 
now corroded beyond repair. Last 
week, it was announced that the 
whole system will have to be re-
placed, which includes removing 
the concrete floor.

The ice arena was built in 1972, 
and the Lund Center was built 
around the Ice Arena ten years 
later. Originally, the ice arena 
was not enclosed. It was just an 
open-air, refrigerated ice sheet, 
according to Warren Wunderlich, 
the physical plant director.

It was enclosed later on, and 
the Lund Center was added 
thereafter.

The Lund Ice Arena has held 
umerous events: from skating 
classes and outdoor education to 
games and hockey practices for 
the men’s and women’s hockey 
teams. The arena itself seats 1,500 
spectators.

The cooling system had a life 
expectancy of twenty years. “We 
have been fortunate,” said Al 
Monde. While the estimated cost 
of repairs is $500,000, Gustavus is 
doing all that it can to reduce the 
cost to student athletes, as well as 
to the school itself.

Instead of a cement floor, a 
sand system will be installed, 
saving four weeks’ time in con-
struction.

The total construction period 
expected is five weeks, but will 
not begin until after the Nobel 
Conference.

Continued on page 4
Each fall, the Army Reserve Officer Training Corps’ (ROTC) Maverick Battalion, which includes Gustavus, Minnesota State University Mankato and Bethany Lutheran College, takes its cadets and prospective cadets north to Camp Ripley for the fall Field Training Exercises, or FTX. This series of outdoor exercises is designed to give cadets a taste of some of what the Army does, as well as to instruct the cadets with hands-on training in land navigation, weapons use and cleaning, marksmanship, grenade throwing and leadership, among other things. This two-day FTX started for Gustavus Cadets at 5:45 a.m. on Saturday, Sept. 20 when the bus from Mankato State arrived at Three Flags. “This is the largest group we’ve ever had,” said Master Sergeant Donald Friend, one of the officers at the FTX. There were around eighty cadets, both contracted and non-contracted. Within the battalion, there are eight cadets from Gustavus, four juniors and four first-years, six of whom are currently contracted. The entire FTX is designed, created and executed by the MSIVs (Military Science, 4th year cadets). “[For] FTX I was a platoon leader, so I was in charge of 20 people there, … The MSIVs planned all the stuff … we had to make sure that everybody was accounted for and knew what they were doing so they didn’t get lost or anything,” said Troy French, a junior geography major and MSIII.

Sunday, September 21
A Safety and Security officer observed evidence of vandalism and that a fire extinguisher was missing from a residence hall. A student reported receiving a nuisance phone call.

Monday, September 22
A report was filed about college-owned keys that were stolen. A student was hurt playing Frisbee and transported to the hospital for a cut over the eye.

Wednesday, September 24
Safety and Security responded and an ambulance was dispatched to the Broadway/west practice fields for a person who was breathing but unconscious.

Thursday, September 25
Safety and Security responded to a report of graffiti in Confer Vickner Hall.

Saturday, September 27
Two Gustavus students reported that someone had burglarized their dorm room.

Crime Prevention Tip of the Week: Popular Cell Safety Habits
· When you are out and about, always take your cell phone with you. Keep it fully charged.
· Call a friend before you leave and tell them what time you’ll be arriving at your destination. If they don’t hear from you, they’ll know something’s wrong.
· Call a friend and leave the phone on while you’re walking in a non-populated area.
Sophomore Phil Cleary and First-years Lance Switzer and Mario Thayer consult their maps during the day land navigation course.

“ROTC “ from page 2

French has been in the program since before coming to Gustavus. Next year, French and the other MSIV’s will be orchestrating the training exercises. “That’s kind of how the ROTC works; every year you get more leadership roles,” said French.

The ROTC program is centered on practical and leadership skills. “We’re trying to get them to start the basic foundations of leadership,” said Friend. A cadet who goes through all the training and graduates and commissions enters a branch of the Army as an officer following college. Around half of the cadets at the FTX will eventually commission.

Upon arrival at Ripley, each cadet was issued an M16, which they then kept with them for the rest of the FTX. The first phase of the FTX was composed of a series of round-robin courses designed to instruct the cadets on proper grenade-throwing technique, compass use, pace counts (used for land navigation) and proper shooting technique, as well as actual shooting of the M16.

Last year, cadets completed their weapons training on a simulator, which does not have the same effect as firing live rounds. “The live rounds make you more aware of safety. Instead of learning from your mistakes in the simulator you’re focused on safety and getting graded on how you do. … So you are more focused on your target,” said French.

Cadets first had to adjust their sights using a paper silhouette target made to resemble a torso at three-hundred meters. That equates to a target merely one and a half inches wide, being shot at from twenty-five meters away.

“I enjoyed learning how to properly … and accurately shoot a firearm. … Once I got the sight picture aligned, I was doing a pretty good job. … I got tense for a couple of them [and] was pretty inconsistent. … Then, when I relaxed, they were pretty close and they were on-target; even,” said Phil Cleary, a sophomore and MSII. Cleary joined the ROTC just the second week of this September. “The idea of participating in the army—serving my country—is an ideal that appeals to me. Joining the ROTC is a great way to see if that is something I would like to pursue,” said Cleary. He is not yet contracted and has until next fall before he has to decide whether to contract or drop the program.

The round-robin training and weapons firing covered the first half of Saturday. For the afternoon and evening, cadets completed the day and night land navigation training exercises. “The land nav. was definitely harder this year; it was a different, hillier course with harder terrain,” said French.

The course this year is said to be the most difficult land navigation course in all of Camp Ripley. It is riddled with steep wooded hills rising hundreds of feet before dropping into deep ravines, which makes it very difficult to navigate.

“I liked the land navigation course. It’s kind of a way to problem solve and work together as a group. … I got tense for a couple of them [and] was pretty inconsistent. … Then, when I relaxed, they were pretty close and they were on-target; even,” said Mario Thayer.

The grenade assault course was composed of a series of stations on defined targets of bunkers, foxholes and vehicles. Cadets do not throw live grenades until the summer between their junior and senior years, so the grenades were simulated grenade bodies with fuses. They still make a loud pop but have no charge or fragmentation. The course is designed to critique and train proper throwing and cover techniques, as well as accuracy.

“I definitely enjoyed the hand grenade assault course: active, challenging, quick. … Then, when I relaxed, they were pretty close and they were on-target; even,” said Cleary.

The night navigation is even more difficult. The course is the same, simply with fewer points. During the day, cadets were given eight points, of which they needed to find five. Between the day and night courses was a barbecue and time to rest and get water for the night course. During the night land navigation, cadets were given five points, of which they needed to find three in order to pass. Cadets bedded down in sleeping bags, spending the night outside.

After a night out under the fall sky, cadets woke up before sunrise to a box breakfast and a bus ride to the grenade assault course and obstacle confidence course. The obstacle confidence course was composed of a series of wooden obstacles ranging from a low crawl to a giant’s ladder, and even swinging with a rope over a torso high log. Cadets were timed in their completion of both courses.

The whole FTX was capped off with a three mile ruck-march with full rucksacks to the gun-cleaning house. Here cadets completely disassembled and cleaned their weapons, removing all bits of carbon and grime from the weekend. A final inspection of it allowed the cadets to return the weapon and board the bus back to campus with their Quizno’s box meal in hand.

On the ride back, the officers and MSIVs conducted an after action review (AAR) of FTX. “We go through the AAR, which gets a response from everybody [and] gets what everybody liked and didn’t like so we can improve for next year. … It’s always a progression to make [FTX] better,” said French.

“I was unsure of what I would be experiencing in [FTX], but what I did [experience] … it challenged [me] to do things I didn’t think I could do,” said Cleary.

The ROTC does two training exercises at Ripley each year; one in the fall and one in the spring.
President Ohle’s inauguration celebration

Anne Quan
Staff Writer

While the country prepares for the presidential election, Gustavus will celebrate with its own new president, Jack R. Ohle, who took office this summer. The Friday ceremony will formally recognize the beginning of Ohle’s tenure as Gustavus’ 16th President.

“The inauguration is a way to formally honor him,” said Vice President for Marketing and Communication Gwen Freed, and for “the whole community to celebrate together.”

The week of events, called “Celebrate Gustavus,” incorporates both inauguration related events, Homecoming and Family Weekend. Planners for the inauguration believe that holding the events in the same week will be a good way to celebrate the new president’s inauguration as well as Gustavus, its past and opportunities for the future.

“Investiture is the reason we are having this celebration, but it is an opportunity for us to look to the future,” said Ohle.

The Nobel Conference, which will take place Tuesday and Wednesday of this week, will serve as a cap for the celebration.

“I am really proud that the last event of [Celebrate Gustavus] will be the beginning of Nobel,” said Ohle.

In the evening, there will be a Gala dinner event in the Lund Center Arena hosted by the Board of Trustees, President Ohle and his wife Kris. The dinner will include hundreds of invited students, alumni and faculty as well as the Board of Trustees and President Ohle.

“The Inauguration is about bringing people together and fellowship,” said Senior Associate Director of Admission Bob Neuman.

Over the course of the Inauguration, Ohle will be giving several speeches outlining his vision for the future of Gustavus. These speeches will cover how President Ohle plans to address the opportunities and unique challenges Gustavus faces in coming years and strategies to address them. The Board of Trustees will meet over the weekend to begin work on these issues.

“It’s a really exciting experience,” said Freed. “[President Ohle] has a great deal and a lot of experience from being at Wartburg for ten years.”

Many in the Gustavus community look forward to a future with President Ohle at Gustavus. “He is a fine man ... warm and committed,” said Neuman. First-year Brittany Hodkinson believes that it’s important for students to attend the inauguration because it will be a part of our school’s history and she is excited to see President Ohle begin. “He seems very caring about all of the students,” said Hodkinson “and really tries to get to know everyone on a personal level.”

The Inauguration will be held at 3:30 p.m. on Friday, Oct. 3 in Christ Chapel and will be followed by a reception on Eckman Mall.

Wartburg’s Video Festival, January 30, 2009

Call for Short “You Tube” Videos by College Students

College students should submit their videos of two minutes or less on energy conservation, alternative energy sources, or carbon footprinting. Students are encouraged to explore old ideas, unveil new ones, and tell about the human experience, theories, and concepts. Content, videography, editing and impact will be determining factors in the top three cash awards.

Cash prizes of $1,000, $750, and $500 will be awarded to the top three winners and $250 to up to three honorable mention videos.

To read more about the Wartburg “Tell Me!” Video Festival and the contest rules and guidelines go to www.wartburg.edu/vidfest/

Submissions are being accepted through December 19.

Career Center Events!

Sunday October 5

APPLICATION DEADLINES: 
*Apply and Upload Resume on G-Net
John B. Collins Associates
Jobs: Catastrophe Risk Analyst, Permanent and Career Exploration/Internship opportunities
Job Entry Level Broker/Analyst
Federated Mutual Insurance Company
Jobs: Claims Representative, Sales / Marketing Representative, Jobs: Systems Developer, Jobs: Underwriter / Commercial Accounts Analyst

Monday October 6 GRE Test Preparation II

Location: Career Center 6:30-7:30PM

Friday October 10 Information Session:

How to Find Internship/Career Exploration
10:30-11:30AM Career Center

*NOTE TO Juniors and seniors:
Remember to Upload your resume on G-Net! Also come to the career center and pick up a calendar of events AND a copy of Job Choice Mag.
Fun for the whole family

Charles Owens  
Staff Writer

October 5 is Family Weekend on campus. This is a time for Gustavus students to invite parents, grandparents, alumni, and other family members to come to campus, visit student’s classes and see what Gustie life is all about.

“We’re hoping this year to bring a lot of the alumni back, and we see it as a chance to bring in a lot of families. It’s very important because we’re all part of the Gustavus community,” said Assistant Dean of Students Stephen Bennett.

“It’s an opportunity for parents to become more involved with the college community, feel more connected with Gustavus and show them how this acclimated [the students] to the Gustavus community,” said Assistant Director of Student Activities Andrea Junso. “We usually have about three or four hundred families on campus, mostly first-year students’ families. This is an important experience for the first-years, because this is their first homecoming and the first chance for their parents to experience the campus.”

“We usually have about three or four hundred families come on campus, mostly first-year students’ families.” -Andrea Junso

As in past years, Family Weekend coincides with the Homecoming football game. “We have combined Family Weekend with Homecoming to provide more activities for parents, but also out of convenience for scheduling,” said Junso. However, this Family Weekend also coincides with the Inauguration of President Jack R. Ohle, which will formally begin at 3:30 p.m. on Friday in Christ Chapel. “This just brings a lot more of the alumni back, and the Board of Trustees. ... I think it’s going to be a lot more active,” said Junso.

“I’ve had parents and grandparents come almost every year,” said Senior Religion Major Ben Hilding. “It’s good for them to see the campus.”

Other than Homecoming and President Ohle’s Inauguration, events on Saturday include a 5K Fun Run, seminars on various subjects—such as studying abroad and how to be successful in college—and an Oktoberfest celebration. A pamphlet containing the complete itinerary of Family Weekend can be picked up at the Student Activities Office in the lower level of the C. Charles Jackson Campus Center.

Homecoming Hullabaloo

Kelly Nelson  
Staff Writer

Homecoming week officially started last Sunday night, and was marked by a Snickers donation with President Ohle and Gustie spirit window painting of the Evelyn Young Dining Room. Window painting was the first of the daily games that the Campus Activities Board (CAB) has planned for the annual student organization competition. Various organizations have been competing this week for the grand prize of $1,000 to go toward their organizations. “It is more of a get-together at the end of the week to celebrate homecoming,” Hansvick said.

Saturday morning, CAB and the Peer Assistants are co-sponsoring a 5K Fun Run at 9 a.m. There is a $5 cost, which includes a t-shirt. The final event of the student organization competition is the Homecoming parade at 11 a.m. on Saturday. The floats line up at the Lind Interpretive Center and drive around Ring Road to Nonius Hall.

“I love the parade because there are so many people. ... The Gustie spirit is so out there and high energy,” Senior Psychology Major Kaleb Rumicho said. “It’s a good way of starting the day and it gets you into Gustavus spirit for the football game.”

Junior Communication Stud-
Gustie of the Week:

Wes Jones makes the military a way of life

Sam Grace
Staff Writer

In August of 2005, Hurricane Katrina, one of the deadliest natural disasters to ever hit America, struck the Gulf coast states. Sophomore Communications Studies Major Wes Jones and his family were among the people present in New Orleans during the disaster. Jones, like thousands of others, was instantly forced to evacuate and take cover.

“I lived in the dead center of [New Orleans] in Algiers on the west bank,” said Jones. “My dad was a commander of his team crew [in the Coast Guard]. [When the storm hit] he stayed behind to save people, while the rest of my family evacuated.”

It took Jones, his mother, two brothers and his dog fourteen hours to flee New Orleans and take refuge in Alabama. On TV, his family watched wide-eyed as the places they once knew submerged completely under water.

“After weeks of watching bodies float into the rubble in his old community, Jones does not enjoy watching TV as much as he used to. His father, who had helped lead one of the largest Coast Guard search and rescue missions in history, returned home to a permanent location in Milwaukee after almost a year away from his family.

“[My training in Virginia] condensed into 13 weeks [in Virginia] than I did last year at Gustavus. It was an intense 18-week program condensed into 13,” said Jones. “We spent time doing search and rescue drills on 41-foot search and rescue boats. Most of it was class work. I memorized more material in the thirteen weeks [in Virginia] than I did all last year at Gustavus. It was an intense 18-week program condensed into 13.”

Through training and working in the reserves, Jones has helped rescue multiple victims in the past year.

“I never say ‘I rescued,’” said Jones. “Teamwork is always personified in the Coast Guard.”
Sigur Rós-ted: a show to end all shows

Lindsay Leilvelt
News Editor

A long with most students who had the opportunity to see Sigur Rós (pronounced “si-ur rose”) this past Thursday, Sept. 25, I am still trying to process what I experienced. The concert, which was held in downtown Minneapolis at the Orpheum, was performed to a sold out crowd and exceeded any and every expectation that I could have ever had.

On the way to the concert I wasn’t sure what to expect, and neither were my friends. I had heard the show might bring tears to my eyes, I had heard it would be a religious experience and I had heard it would change my life.

For the most part, I heard correctly. The Icelandic slow-motion, ambient rock band put on one of the better shows I’ve seen (and I’ve seen over 200 live shows). They played many of their older (and much loved) songs along with tracks from their newest album—and they played flawlessly. Each song eased into the next, creating build-ups and breakdowns like I had never heard live before, and I’m certain that I will not in quite a while.

Lead singer Jónsi Birgisson’s impressive falsetto voice and unique method of playing his electric guitar with a bow did not disappoint. Even after snapping the bow in two, Birgisson finished the song with the wrecked tool before throwing it into the crowd to some lucky fan.

But even the impressive skills of frontman Birgisson would be nothing without the combined efforts of the entire band. With bassist Georg Holm tapping his instrument with drumsticks to create a unique backbeat, keyboardist Kjartan Sveinsson created some of the best melodies I’ve ever heard and drummer Orri Páll Dýrason keeping it all together with the beat, Sigur Rós was amazing.

The opening band Parachutes was also impressive. Like Sigur Rós, they hail from Iceland. Their sound was similar to that of Sigur Rós but with a bit of a poppier feel, and it was the perfect way to start the concert.

Members of Parachutes helped Sigur Rós out during their new song “Gobble-digook,” appearing onstage with large tribal drums and enough confetti to fill up Times Square. Of course, the best part of the show was when they played nothing: stopping the set in the middle of a song for a minute straight, not moving. The entire auditorium went silent and all the tension and energy and amazement of the night hung suspended in the air while fans awaited the next movement of music to begin.

I encountered all of this from the second to last row in the highest balcony and I can only imagine how incredible the floor seats, let alone the front row would have felt. Being that close to something so fantastic would be one experience I would carry with me for the rest of my life.

This show was one of the most captivating I’ve ever seen, and I doubt I’ll ever experience anything like it again. This concert was definitely merit a rating of three out of three crowns. Those I went with agree that they will never be the same after seeing this band live in concert. It’s true what I heard: Sigur Rós will change your life.

Sigur Rós lived up to the high standards fans had set for them, as they left the audience with an experience to remember after leaving the show.
The other day in my drawing class, we learned about what my professor calls the “ultimate irony” of drawing. It is an art in which the artist has to transfer a three-dimensional image onto a two-dimensional surface while still trying to make it look three-dimensional. It’s hard to wrap your head around, and even harder to do it well, but if you can manage to pull it off, you wind up with something beautiful.

**WALL-E** is a story about the human race. The star: a robot, who behaves more humanely than any of the human characters with which it interacts. It’s ironic, but Pixar pulls it off beautifully, and the result is the most epic, ambitious film that the studio has made so far.

The character **WALL-E** is a Waste Allocation Load Lifter Earth-Class, and he lives (or to be more grammatically correct, “operates”) with only one purpose: to clean up an uninhabitable earth. Here’s the scene: one thousand years from now, the earth is covered in a layer of garbage. As a result, the entire human race has been evacuated to an interstellar cruise ship of Death Star proportions where they are waited on hand-and-foot by an army of robots. However cutesy it may have looked in the previews, this movie explores some frightening themes. There is the fact that the earth has been rendered uninhabitable, thanks to excessive consumerism, and then there is also the evil corporation that runs the cruise ship, but the really chilling part comes when we finally see what the human race has become after 300 years in space.

Physical effort is obsolete on the cruise ship, and the entire human race spends its days and nights floating around on glowing tracks from place to place. They never look where they’re going, but instead just stare at a convenient TV screen attached to the chair that perfectly obscures their vision and tells them everything they need to know (or rather, everything that the autopilot of the cruise ship thinks they should know) about life outside their little personal bubbles. Their bones and muscles are almost completely atrophied, and men and women alike are completely encapsulated in about 200 pounds of baby fat—even walking is completely out of the question.

At one point, one of the humans becomes detached from his chair and looks around at his environment for the first time in his life. With his quadruple-chinned face slacked open in amazement, he looks around and gasps, “I didn’t know we had a pool!” This movie may be cute and fun to watch, but it’s a very serious warning not only to take better care of the earth, but more importantly (yes, even more importantly that that, Mr. and Ms. Green), to take care of ourselves. It says that we need to stop our addiction to things like oil and excessive consumerism, and we need to stop our addiction to the things in our society that make life easier for us, and at the same time make us less human.

But enough about that, let’s end on a positive note. The first thirty minutes of the movie are brilliant, introducing **WALL-E** as an emotionally advanced machine obsessed with collecting interesting bits of garbage and watching Hello Dolly. His existence is lonely and empty of purpose until EVE, a beautiful, powerful and frigid machine appears to look for life on earth. **WALL-E** and EVE make a great couple, and **WALL-E**’s love-struck efforts to communicate with her using only beeps and pantomime are heartwarming.

Everything seems to be going well for the couple until EVE completes her “directive” and gets jetted away. The rest of the story involves the fate of the last living thing on the earth, a little green plant and the fate of the entire human race, a fate that will, ironically, be decided by one benevolent little robot.

**WALL-E** proves to be one of Pixar’s best films. Portraying powerful messages about preserving the earth, while still providing an entertaining and enjoyable storyline, this film is a must-watch. It’s a pure joy to watch, and you’ll be hard-pressed to find another movie that addresses serious topics in such an enjoyable, beautiful way. If only *An Inconvenient Truth* could have been this fun to watch. I give it 2.5 out of 3 stars.
Evan Marxhausen  
Staff Writer

Ever seen someone walking around with one of those T-shirts with a picture of Darth Vader’s helmet on the front with the words, “Vader was framed”? It’s a legitimate viewpoint and an interesting twist on what has become a very well-known narrative. After all, why should we take for granted that Vader was the bad guy in the Star Wars universe? Maybe he was just trying to take over the galaxy because he thought it would be a good political move (sort of like the whole Bush/Iraq scenario, except this takes place in a galaxy far, far away).

In the traditional telling of the classic story of The Wizard of Oz, good and evil witches are easily distinguished by the color of their skin: white = good and green = evil. But in the case of Elphaba, a.k.a. “The Wicked Witch of the West,” the green skin is the result of an epidermal birth defect. When you think about it, it turns the story into a racial commentary.

Elphaba is the main character in Wicked, the famous Broadway musical based on the bestselling novel by Gregory Maguire. The popular new spin on the original story fits into the increasingly successful genre of “fractured fairy tales,” a genre that includes such box-office hits as Shrek and Enchanted. As the tagline for the musical says: “So much happened before Dorothy dropped in.…”

The musical features many side plots and references to Frank L. Baum’s classic tale that will delight anyone who has ever experienced The Marvelous Land of Oz, the notable origin of the Tin Man, the Scarecrow and the Cowardly Lion.

Elphaba later visits the Emerald City and discovers a plot to oppress the animals of Oz, who have been mysteriously losing their powers of speech. The man behind the plot is none other than the Wizard himself, who tricks Elphaba into conjuring an army of flying monkeys to be used as spies against the animals. Elphaba escapes from the Emerald City and swears to fight against the evil Wizard with all her power.

That’s just the first act. Wicked has shattered world box-office records and been nominated for 10 Tony awards, winning those for Lead Actress, Scene Design and Costume Design. According to First-year Secondary Education Major Mary Dierkes, who saw the London production of the show, “This is a musical for people who don’t like cliché Broadway musicals. The plot is so intricate and thoughtful that you are drawn in and kept on the edge of your seat. The music is powerful and interesting and it really keeps you entertained. You really shouldn’t disregard it just because it’s a musical—it is really for any and all types of people.”

Want to see it? CAB will be selling a total of 100 tickets for a performance on Tuesday, Nov. 18, 2008, at 7:30 p.m. The event is still in the planning stages, but according to Junior Public Accounting Major and CAB Board Member Eleanor Wood, they should be available for purchase sometime in mid-October. The tickets normally cost about $50, but students will be able to buy them at the SAO desk for $25-$30. A bus will be provided for transportation to the event and back.

Hey Gustavus Students
You Got a Computer?
You Got an Internet Connection?
We got Online Ordering !!!!

Easy as 1, 2, 3:
1. Go www.dominos.com
2. Log in or register
3. Click online coupons and enter your Code:

GAC Special #1
$6.99
Code GAC1
Medium 3-topping Pizza

GAC Special #2
$5.99 Each
Code GAC2
Two or more Medium 1-topping Pizzas

GAC Special #2
$4.99 Each
Code GAC3
Three or more Medium 1-topping Pizzas

For technical Support or for the technologically challenged
Call 507-934-9112

Mary’s Flowers
Watch for us in the Homecoming parade and get a free flower!
1128 S. Minnesota Ave., St. Peter
(507) 931-4396
MarysFlowersStPeter.com
Summer is a relatively quiet time for the Gustavus campus. However, this August, only weeks before students returned and the familiar buzz of activity resumed, the uneventful exterior was misleading: big things were developing amidst the calm.

A small group of students chatted in the Liedholm room when Vice President of Marketing and Communication Gwen Freed entered, accompanied by another woman. Every inch a self-assured executive, Elizabeth Scarborough introduced herself and posed a question to the students around the table: “What makes Gustavus distinctive?”

Scarborough is partner and president of SimpsonScarborough, a consulting firm based in Washington D.C. Discovering just what makes an institution unique is her area of expertise. She flew from New York City to spend time on the Gustavus campus in an attempt to gain a better impression of the school. It is the first step in an on-going project to improve public relations at Gustavus.

SimpsonScarborough specializes in marketing for higher education institutions. It promises to deliver “the most sophisticated marketing and branding strategies and tactics” to its clients. In short, Scarborough works with a team of advertising experts that colleges and universities hire for advice on how to sell themselves in a manner that will give them a competitive edge.

“We are really putting a whole new level of emphasis on marketing,” Freed said. “We’re moving ahead with the most ambitious re-branding initiative in our history.”

The effort began last spring when President Jack Ohle was selected to follow former President Jim Peterson. When Ohle was introduced in Chapel in May of last year, he emphasized his belief that Gustavus is a great school but does not let enough people in on that fact.

“It’s very important that everybody has a sense of who we are,” Ohle said. “It’s when an institution isn’t focused that it begins morphing into something that people don’t really know, and we want the college to be very clearly defined and identified as who we are.” A detailed step-by-step plan was created to make this goal a reality.

Good marketing campaigns comes in phases SimpsonScarborough is simply one component of the first phase of this process. “They will do the research and institutional positioning phase of the work,” Freed said. “We go forward from there to do some creative realization of that brand as well as a communications audit and a full-scale marketing and advertising plan.”

A task force entitled the Marketing, Research Initiative and Working Group was formed to lead the way as the process moves forward. Don’t expect a flood of new marketing materials coming from Gustavus in the near future, though. “It goes in phases,” Freed said, “you won’t see an ad blitz immediately when this phase of the project is done.”

Taking time to collect data is crucial in launching a successful marketing campaign, Freed said. “It is very important when you are going to invest time and money and resources in marketing that you don’t just do it based on your own gut hunch but that you have strong empirically based research, both quantitative and qualitative,” which is what the task force will work with SimpsonScarborough to produce.

“What I think will come out of that is an understanding by our entire community of how we are going to talk about who we are,” Ohle said.

Marketing and higher education history 101 Higher education is a competitive arena, and in the last thirty years marketing has become the weapon of choice used by colleges to compete for everything from prospective students and donations to media attention and an improved reputation. This was not always the case. Thirty years ago marketing and higher education rarely had anything to do with each other.

College officials once rejected the principles of public relations as something for the corporate world and were content for it to remain there. But when the last of the baby boomers received their high school diplomas, the old attitudes in college admissions went with them.

Edward Fiske, editor of The Fiske Guide to Colleges, remembers witnessing new efforts taken by admission offices in response to fears that seats would go empty as a smaller population approached college. “Their response was to increase their marketing efforts to assure that they got their necessary share of the declining number of high school graduates,” Fiske wrote in a September 27, 2008 article in The Chronicle of Higher Education.

“At first there was a lot of skepticism,” Vice President for Finance and Treasurer Ken Westphal said. “[People asked,] ‘Why do colleges need to be competitive?’ That’s the corporate world. ... We’re non-profit.’”

Eventually, these attitudes passed, and high school seniors today receive a steady flow of glossy brochures, view books, DVDs and whatever innovative tools colleges create.

“Once out of the bottle,” Fiske said, “the notion of higher education as just another item to be sold and purchased took on a life of its own.”

Freed agrees. “For the last decade, at least, we have a different scenario in which higher education has really embraced good, strong marketing principles,” she said. Now, marketing is a fact of life in higher education, and if colleges want to remain competitive, they have to accept it.

“People have come to realize that something that has been recognized in the corporate world for a long time has equal importance in higher education. … We’re non-profit.’”

People have come to realize that something that has been recognized in the corporate world for a long time has equal importance in higher education. … We’re non-profit.’”
Ohle brings focus on marketing.

Standing out from the pack

Gustavus is not immune to the times, and like most schools nationwide it now devotes significant resources and time towards marketing and advertising initiatives.

According to writers Thomas Hayes and Roy Adler, colleges face a difficult task in trying to distinguish themselves from the pack. They are journalists for the magazine Currents, and point out that there are approximately 3,640 colleges and universities in the country. Each of those schools shares the same goal in the country. Each of those colleges and universities make claims of rigor, personal attention and value-laden education. Where there may be distinctions, and point out that there are approximately 3,640 colleges and universities in the country.

According to Ohle, Gustavus does not need to take such drastic measures to find our identity. He said the school already has a strong identity and the challenge lies in articulating that. What is it that makes Gustavus unique, especially compared to the St. Olafs, Carletons and Macalesters of the world? For Ohle, the five core values of faith, community, excellence, justice and service are crucial aspects defining Gustavus.

For the group of students who were posed that question this summer, the fact that Gustavus is such a tight-knit community is central. It remains to be seen what trademark, logo or brand the school will use to embody Gustavus.

“We’ll talk about the five core values,” Ohle said. “From that people will define us. And if we use the right words and if we talk about ourselves consistently, that will be how others will identify us.”

Adler and Hayes warn that schools like Gustavus have to avoid getting lost in the shuffle of schools that appear very similar. “A truly strong brand has two core components: relevancy and distinctiveness,” Adler and Hayes said.

Often schools make the mistake of marketing themselves in ways that are “virtually indistinguishable from the competition,” Adler and Hayes said.

“Almost all small, religiously-affiliated colleges and universities make claims of rigor, personal attention and value-laden education. Where there may be a robust demand for what is being offered, if there are multiple competitors offering it, someone will not survive.”

Junior Biology and Scandinavian Studies Major Andrew Nelson believes that the school should be less concerned with its image.

Ohle said, “We can’t be an institution that pleases everyone.” Nelson worries that Gustavus tries to do just that too often and avoids taking strong stances on issues out of concern for alumni they may offend.

Ohle pointed out that the college will not take a position on political issues. Nelson believes there are some political issues that influence the daily lives of students.

“Saying you don’t want to take any political stance is different when there are direct issues that are affecting students that they are failing to act on.”

Marketing and fundraising: Do the two go together?

Despite the challenges that accompany marketing, Ohle says it is an instrumental element of improving the college’s budget over time. “We are extremely financially strong,” Ohle said.

Even so, he does recognize areas where the school could improve: building the endowment and attracting more alumni donations so that Gustavus can become less dependent on tuition.

Westphal points out that the core business is student tuition, has three steps. Westphal said it requires increasing the outright gifts that increase the endowment, making good investments and controlling spending.

Ohle has a long history in fundraising. “I have been involved in fundraising all of my professional life,” he said.

With a new marketing campaign to support the school, Ohle and others hope to bring in more money and improve the institution. “We have not asked our alumni to support us financially as much as we probably should. But that will come over time,” he said.

Ohle is excited to see the process unfold. “I think that we are in a very strong position to take the next step toward differentiating ourselves,” Ohle said. “I [am] really pleased about the willingness of people to think outside the box in trying to think about how we can strengthen this institution for a strong future.”
Of science and storytelling

Greg Boone
Staff Columnist

Within the liberal arts educated, NPR listening, New Yorker reading academic subculture exists a movement toward popularizing science education and awareness to people who, like me, are not scientists. In the last four years, the NPR program Radio Lab has grown in popularity and established itself as a leading force in this movement. The show covers big topics like music, sleep, laughter, language and many others in an attempt to help us understand current research going on and the implications it can have on the daily lives of ordinary, non-scientist people. Recently, one of Radio Lab’s hosts, Robert Krulwich, addressed the graduates of California Institute of Technology, a premier institution in math and science. His speech touched on ways in which the scientists themselves can make their research more accessible to those outside the elite world of academics.

His speech, titled “Tell Me a Story,” argued that science is actually more likely to be well-received and believed when it is told through narrative prose rather than lofty, fact- and number-filled science-speak. In the address, he told a story about a Turkish man who is publishing creationist literature that is amazingly accessible, relying on pictures, metaphors and very little on facts and numbers. His arsenal includes DVDs, books, posters and other typical classroom materials that he can easily distribute throughout the secular, public Turkish school system. The upshot of his materials, and what makes it more popular and acceptable than the more scientific materials supporting evolution, is that they are accessible. As Krulwich explains, people can read, watch or otherwise consume his material and walk away feeling as though they have learned something.

This particular example illustrates how the presentation of an idea is key to its success. This is nothing new, and something that scientists have struggled with for a long time. Krulwich explains that Sir Isaac Newton wrote his Principia Mathematica in Latin and highly technical academic writing to ensure that only other academics could work with it and learn from his theories.

The whole speech reminded me of an example of how scientific data was recently presented to American audiences effectively. “Scientist” Al Gore recently produced the popular movie An Inconvenient Truth which captivated the minds of American audiences, won an Academy Award for Best Documentary (even though by both documentary filmmaking and scientific standards the movie was not particularly earth shattering) and put global climate change on the national agenda. Though climate change is a topic that was studied and published on decades before Gore became interested in it, it was his documentary that started the broader conversation and excited the debate that forced some people to learn more and take a side.

Gore’s documentary points to an important principle in human behavior that is, ironically, part of why he lost the 2000 election, and why John Kerry lost the 2004 election. Human beings are more prone to respond to emotional appeals than to factual, or logical appeals. This has been a popular topic in neuroscience recently, and the subject of the book The Political Mind by George Lakoff. The reason that progressives are losing elections, according to Lakoff, and failing to sustain large-scale movements, is partly because they are relying too heavily on the logic of their arguments to win supporters.

I occasionally have the strange suspicion that I may have been Jefferson Airplane’s Gracie Slick in a former life. Yes, I realize this couldn’t actually be true, seeing as she is still alive and all, but unlike the challenges of the 1960s and 1970s, the way it turned out that the real solutions to the climate crisis are the very same measures needed to renew our economy and escape the trap of ever-rising energy prices, said Gore. “Moreover, they are also the very same solutions we need to guarantee our national security without having to go to war in the Persian Gulf.”

Where we acted on each issue separately in the 1960s and 1970s, Gore proposes to address all of the major issues of our day by looking to the root cause: our outrageous appetite for oil. Hopefully we have learned our lesson and will get it right this time around.

This challenge has been repeatedly compared to John F. Kennedy’s challenge for America to put a man on the moon in 1961. Like Kennedy, Gore hopes for us to unite behind this goal.

Audiences with no scientific or mathematical expertise will not respond to specialized terms, numbers and data unless the data are presented in a way that escapes the technical jargon. In short, we need to be persuaded that the science is correct, or at least worth believing.

One of the ways that the scientific community may be
As our country hurtles toward a presidential election defined by change, we fly by the tenth anniversary of a horrific crime that illustrates just how much, in one decade, that country has remained the same. On the night of Oct. 6, 1998, just outside of Laramie, Wyoming, two men brutally beat gay college student Matthew Shepard, tied him to a fence and left him to die. He was found alive 18 hours later, still tied to the fence and so bloodied that he resembled a scarecrow. He died in the hospital six days later, on Oct. 12. Matthew’s friends and family would say that his sexuality was no means the most important thing one could know about him, but, nonetheless, it was the most immediate trigger in the minds of Matthew’s killers on that night ten years ago. If any deplorable act in this world is to be considered a hate crime, the murder of Matthew Shepard should be the Federal Bureau of Investigation defines a hate crime as “a criminal offense committed against a person, property, or society, which is motivated, in whole or in part, by the offender’s bias against a race, religion, disability, sexual orientation or ethnicity / national origin.” These crimes, in effect, become more than just crimes committed against a person to a large extent the perpetrator’s motivation lies not in the victim but rather in the victim’s identity.

Contrary to the FBI’s definition, however, current federal hate crime law grants protection only to victims of crimes based on race, color, religion or national origin. Hate crimes motivated by sexual orientation or gender identity cannot be tried in a federal court. Therefore, the defense to encourage justice is left solely to the states. Unfortunately, the states do not unanimously provide protection to victims of hate crimes motivated by sexual orientation or gender identity.

Hatred does not arise from rationalizing or a nation’s laws. It arises from intense emotion within us and manifests in gut reactions of disgust and fear. Each of us has felt hatred at some level. Against the other. Against ourselves. We know this, So, before we once again let the anniversary of Matthew Shepard’s death silently pass us by, let’s acknowledge that hatred, and let’s start talking. Let’s start to create real change.

Matthew Shepard: An anniversary of hate

Nathan Heggem
Staff Columnist

From the margins

By buying ever-greener products, we can and must hold our government officials at all levels to accountability. When those who enforce the law harbor the same bias as those who break it, gays, lesbians, bisexuals and transgender people feel the weight of ignorance from all sides. In this environment, hate crime laws represent far more than an extension of “special rights.” On the contrary, prosecution at the federal level protects members of marginalized communities that desperately need that extra protection—often from the law itself.

That ten years have passed since Matthew Shepard’s murder and so little has changed at the federal level highlights our utter lack of progress on this issue. Some members of Congress have been trying (unsuccessfully) for the past ten years to pass a hate crime bill that would add gender, sexual orientation and gender identity to the current list of protected classes. The 2007 version of this bill was named the Matthew Shepard Act in hope that this would drum up more support. The bill passed in both houses last year but stalled in the final stages and was never signed into law.

Ultimately, hate crime legislation is a powerful step in the right direction toward a mature response to the kinds of atrocities that killed Matthew Shepard. But legislation alone will not solve the problem of violence toward gay, lesbian, bisexual and transgender people. While we can and must hold our politicians accountable for their voting records (according to the Washington Post, Barack Obama voted for the Matthew Shepard Act, while John McCain did not cast a vote and has voted against similar legislation three times), this issue is so married to our personal biases that, at a certain point, we must look within.

Hate does not arise from logical reasoning or a nation’s laws. It arises from intense emotion within us and manifests in gut reactions of disgust and fear. Each of us has felt hatred at some level. Against the other. Against ourselves. We know this. So, before we once again let the anniversary of Matthew Shepard’s death silently pass us by, let’s acknowledge that hatred, and let’s start talking. Let’s start to create real change.

Green doesn’t always mean go

Brenna Draxler
Staff Columnist

Town too much stuff. Too many clothes. Too many books. Too much useless crap. I am aware of this uncontrolled obsession, but I still find myself clinging to that hideous blue velvet blazer that somehow found its way into my laundry. I have never worn it. I will never wear it. But there’s always that little voice in the back of my closet telling me that someday that blazer might need that extra protection—often from the law itself.

What is it about buying things that is so alluring anyway? Perhaps it’s the ability to get rid of something that is not needed, or to somehow become a fad in our mainstream, materialistic culture. Like everything else on the shelves, though, these products become obsolete as soon as a slightly better technology comes along. We get so caught up in this succession of false panaceas that our attention is diverted from any real attempts to make lasting change.

I find it ironic that we, as Americans, think we can save the earth by spending money. We buy more fuel-efficient cars, buy eco-friendly products, thinking that these purchases will improve the condition of our planet. The negative environmental effects of these products may be less than their non-green counterparts, but they are still being marketed in order to make a profit. Our collective environmental ethics are not going to be changed at the corporate level. We, the consumers, have the purchasing power, and we must use it wisely.

Green products provide “solutions” that ease our environmental consciousness without cramping our stuff-obsessed styles. They are necessary to impel us to think differently about our buying habits. Distinguish between wants and needs. Go for used instead of new, despite the stigma.

You opt for the used textbooks, right, so what’s wrong with used clothing? Or dishes? Or appliances? They cost less, and last I checked that was a good thing. For some reason, though, we automatically assume that the cheapness is indicative of quality as well as price. This is not the case.

E. Swedenborg
Your new sweater may say “Green is good,” but if the sweater was made halfway across the globe, chances are your purchase was neither.
Some come round, comrades, gather round! I know some of you have traveled far. I made hot dish for all. Is there enough seating? Excellent. Then let us proceed.

My fellow Gustie, it is time we opened our eyes to the lie. Well, there are a lot of lies we have been fed, mostly from our parents. Stuff like, “You’re beautiful, honey,” or “Your father and I planned to have you!” or “You will grow another cup size in college.” Lies, all lies! But these are not the lies we reveal here tonight. Tonight we must reveal the truth about how we are thing else. I speak not of politics, not of global warming, nothing so unimportant as these, I speak, comrades, about cuddling.

Yes, cuddling. Since tender ages we have been shown the proper cuddling position in the movies that wake up with perfect hair, pretty couples in the movies too unimportant as these. I speak, comrades, about cuddling.

As a former CF, the most important thing you take away from your CF experience? Help me break you out of your role. … When you are completely identified with a role, you lose your sense of who you are, and you take yourself very seriously. This is one with your smiley face. You have been certified to use [FACS] in the Facial Action Coding System (FACS), a research. This means only a small percentage of people around the world have been certified to use [FACS] in the Facial Action Coding System (FACS), the so-called “Big Spoon/Little Spoon cuddling position and demand equity in your next snuggling endeavor.

Kevin Matsusaki
Staff Columnist

Throughout our lives we play many roles. We are essentially all actors in our own plays. When we step away from these roles and act like the real people we are, it is hard to develop genuine relationships. What if Johnny Depp never appeared on our screens. Obviously, we cannot completely identify with a role, you confuse a pattern of behavior with who you are, and you take yourself very seriously. This is one with your smiley face. You have been certified to use [FACS] in the Facial Action Coding System (FACS), the so-called “Big Spoon/Little Spoon cuddling position and demand equity in your next snuggling endeavor.

Kevin Matsusaki
Staff Columnist

Throughout our lives we play many roles. We are essentially all actors in our own plays. When we step away from these roles and act like the real people we are, it is hard to develop genuine relationships. What if Johnny Depp never appeared on our screens. Obviously, we cannot completely identify with a role, you confuse a pattern of behavior with who you are, and you take yourself very seriously. This is one with your smiley face. You have been certified to use [FACS] in the Facial Action Coding System (FACS), the so-called “Big Spoon/Little Spoon cuddling position and demand equity in your next snuggling endeavor.

Kevin Matsusaki
Staff Columnist

Throughout our lives we play many roles. We are essentially all actors in our own plays. When we step away from these roles and act like the real people we are, it is hard to develop genuine relationships. What if Johnny Depp never appeared on our screens. Obviously, we cannot completely identify with a role, you confuse a pattern of behavior with who you are, and you take yourself very seriously. This is one with your smiley face. You have been certified to use [FACS] in the Facial Action Coding System (FACS), the so-called “Big Spoon/Little Spoon cuddling position and demand equity in your next snuggling endeavor.

Kevin Matsusaki
Staff Columnist

Throughout our lives we play many roles. We are essentially all actors in our own plays. When we step away from these roles and act like the real people we are, it is hard to develop genuine relationships. What if Johnny Depp never appeared on our screens. Obviously, we cannot completely identify with a role, you confuse a pattern of behavior with who you are, and you take yourself very seriously. This is one with your smiley face. You have been certified to use [FACS] in the Facial Action Coding System (FACS), the so-called “Big Spoon/Little Spoon cuddling position and demand equity in your next snuggling endeavor.

Kevin Matsusaki
Staff Columnist

Throughout our lives we play many roles. We are essentially all actors in our own plays. When we step away from these roles and act like the real people we are, it is hard to develop genuine relationships. What if Johnny Depp never appeared on our screens. Obviously, we cannot completely identify with a role, you confuse a pattern of behavior with who you are, and you take yourself very seriously. This is one with your smiley face. You have been certified to use [FACS] in the Facial Action Coding System (FACS), the so-called “Big Spoon/Little Spoon cuddling position and demand equity in your next snuggling endeavor.

Kevin Matsusaki
Staff Columnist

Throughout our lives we play many roles. We are essentially all actors in our own plays. When we step away from these roles and act like the real people we are, it is hard to develop genuine relationships. What if Johnny Depp never appeared on our screens. Obviously, we cannot completely identify with a role, you confuse a pattern of behavior with who you are, and you take yourself very seriously. This is one with your smiley face. You have been certified to use [FACS] in the Facial Action Coding System (FACS), the so-called “Big Spoon/Little Spoon cuddling position and demand equity in your next snuggling endeavor.

Kevin Matsusaki
Staff Columnist

Throughout our lives we play many roles. We are essentially all actors in our own plays. When we step away from these roles and act like the real people we are, it is hard to develop genuine relationships. What if Johnny Depp never appeared on our screens. Obviously, we cannot completely identify with a role, you confuse a pattern of behavior with who you are, and you take yourself very seriously. This is one with your smiley face. You have been certified to use [FACS] in the Facial Action Coding System (FACS), the so-called “Big Spoon/Little Spoon cuddling position and demand equity in your next snuggling endeavor.

Kevin Matsusaki
Staff Columnist

Throughout our lives we play many roles. We are essentially all actors in our own plays. When we step away from these roles and act like the real people we are, it is hard to develop genuine relationships. What if Johnny Depp never appeared on our screens. Obviously, we cannot completely identify with a role, you confuse a pattern of behavior with who you are, and you take yourself very seriously. This is one with your smiley face. You have been certified to use [FACS] in the Facial Action Coding System (FACS), the so-called “Big Spoon/Little Spoon cuddling position and demand equity in your next snuggling endeavor.

Kevin Matsusaki
Staff Columnist

Throughout our lives we play many roles. We are essentially all actors in our own plays. When we step away from these roles and act like the real people we are, it is hard to develop genuine relationships. What if Johnny Depp never appeared on our screens. Obviously, we cannot completely identify with a role, you confuse a pattern of behavior with who you are, and you take yourself very seriously. This is one with your smiley face. You have been certified to use [FACS] in the Facial Action Coding System (FACS), the so-called “Big Spoon/Little Spoon cuddling position and demand equity in your next snuggling endeavor.

Kevin Matsusaki
Staff Columnist

Throughout our lives we play many roles. We are essentially all actors in our own plays. When we step away from these roles and act like the real people we are, it is hard to develop genuine relationships. What if Johnny Depp never appeared on our screens. Obviously, we cannot completely identify with a role, you confuse a pattern of behavior with who you are, and you take yourself very seriously. This is one with your smiley face. You have been certified to use [FACS] in the Facial Action Coding System (FACS), the so-called “Big Spoon/Little Spoon cuddling position and demand equity in your next snuggling endeavor.

Kevin Matsusaki
Staff Columnist

Throughout our lives we play many roles. We are essentially all actors in our own plays. When we step away from these roles and act like the real people we are, it is hard to develop genuine relationships. What if Johnny Depp never appeared on our screens. Obviously, we cannot completely identify with a role, you confuse a pattern of behavior with who you are, and you take yourself very seriously. This is one with your smiley face. You have been certified to use [FACS] in the Facial Action Coding System (FACS), the so-called “Big Spoon/Little Spoon cuddling position and demand equity in your next snuggling endeavor.
Letters to the Editor

Americans are growing weary of supporting an education system which bans God, decrees western civilization, indoctrinates American tradition, promotes cultural disarray, and serves as a breeding ground to indoctrinate new little liberals. As a response, conservatives have long valued legislation that restores localized education, loosens restrictions on access to voting, and helps parents, teachers, and students choose schools for parents and students.

Embedded in that commitment lies a set of beliefs that values free speech, critical thinking and intellectual diversity. For this reason, the Gustavus College Republicans have taken the step to bring a different perspective into the Gustavus Community during the Nobel Conference this year by hosting a lecture.

The lecture will address the foundational ideas of evolutionary theory and attempt to expose potential fallacies. The reason for doing this is not to provide a student organization a chance to inflame students, create problems, or shame an icon of Gustavus pride; but rather, to encourage a platform for ideas where all ideas can be discussed freely and analyzed critically. We wanted to create a platform for the ideas that are usually never mentioned in the classroom, to promote real intellectual diversity.

Allowing for intellectual diversity in our community and student body means working to provide a stronger educational opportunity for all, where scholars are able and allowed to develop a comprehensive understanding of important issues and concepts that shape the way we look at the world. Bringing more intellectual diversity to our student body, by bringing ideas that value the critical, open and fair analysis of competing ideology and worldviews, I think is a great step toward building our week’s agenda, is a good thing. I invite you to come to Wallenburg Auditorium on Tuesday, Oct. 7 at 6:00 p.m. for “Evolu- tion Exposed” to hear about the incredible lack of evidence there is for evolution.

Carla Shutrop
Chair, College Republicans

Dear Editor,

In the article “Think Before You Pink,” the author makes a semi-valid point. However, I find it important to note a few things. First, how cynical it is to assume that pink products are all merely a corporate marketing scam! I don’t doubt that there are several companies who use “cause marketing,” but it’s not their sole motivation.

Many of the companies DO donate a lot of money. My father is a global business manager for 3M stationed in California, and is responsible for 3M Unitek Community Giving. He works with the Community Affairs Team in St. Paul regularly. He explained that even just using the Breast Cancer logo requires a certain up-front donation, and further stated, “It is defi- nitely not free money. Even though the [companies] donate a lot of money through pink campaigns.” He was unable to contact the St. Paul representatives for more specific statistics, but was able to explain that last year, “about $15 million went to medical research and human services, a large por- tion of which is Breast Cancer research.” So while it DOES improve marketing, it also is very beneficial to the cause. “There is always a little bit that really cares driving those campaigns,” he reassured.

I also find that it does not make logical sense to discourage people from buying these products. Remember, every cent counts, and even the smallest amount can make a difference. Additionally, many of these products are products we use daily, so it’s a win-win.

Just last week I purchased a bottle of contact solution that said partial proceeds went to breast cancer research. I was going to buy a bottle regardless, so why not buy the one that helps the cause, even if it’s only a little?

I agree that donating is most helpful (since losing my aunt to breast cancer, I’ve donated to the Susan G. Komen Breast Cancer Foundation every year), but for those who are unable to make that type of contribution, I urge you to consider the adage: “A single grain of rice can tip the scale.”

Respectfully,

Brit Barkholtz, first-year student

Letters to the Editor must be fewer than 300 words and must be received by Monday at 5:00 p.m. to make it into the week’s issue. If you would like to submit a Letter to the Editor, email lettertotheaditor@gustavus.edu

“Science” continued from page 12

able to persuade general audi- ences through words and thought, neuroscientist Jonah Lehrer calls a fourth culture, where the sciences and arts come together to promote and learn from one another. His book, Proust Was a Neuroscientist, presents several case studies of artists—like Marcel Proust, Walt Whitman, Virginia Woolf, Paul Coezanne and others—who paid close at- tention to the work of their con- temporaries in the hard sciences and used their combined knowl- edge to think creatively about

the science of consciousness and human perception long before the scientific community could empirically test, let alone give any amount of empiric validity, to the same theories. These artists worked as the storytellers for the sciences and drove scientific curiosity to new heights. Many of these phenomena were presented in their art. Lehrer keeps a blog called the “Frontal Cortex,” where he tells stories about artists and scientists using each other’s work, in an attempt to cultivate his fourth culture. Until this fourth culture can be sustained, its importance should not be underestimated.

“Challenge” continued from page 12

leaders who are enthusiastic about this vision, minimize our own research and community involvement in our workplaces and our homes and encourage innovation at all times.

We the college students, soon to enter the work force, have both the ability and the responsibility to rise to this challenge. The most beautiful thing about Gores’s vision, a vis- ion that countless Americans share, is that every individual can be a part of it, not just the engineers and the politicians. Future teachers, farmers, artists, lawyers, doctors, accountants, mechanics, restaurant-owners, architects, journalists, janitors and everyone else of the world, unite! Gore didn’t title his ad- dress “The National Chal- lenge to Re-power America” for nothing. This is our chance to be a part of something huge that could change our country—and the world—from destruction.

I suspect that this is why the music of the sixties and the seventies is so powerful. Just by listening to it, even decades later, you can hear the over- whelming emotions that so hon- estly represent the time in a way no textbook ever could. And today, with the re-emergence of so many disturbingly similar challenges and the re-birth of the American political system, we can remind you of how you are a part of something really big, and if the current momentum continues, there is no reason to keep up hope.

And as presidential candi- date Barack Obama said, “In the unlikely story that is America, there has never been anything false about hope.”
**Friday, October 3**

**Gustie Pride Day**  
All Day  
I propose we show our Gustie Pride by conducting a panty raid at St. Olaf. Anyone want to chip in on gas money?

**Fall Fest Scarecrow Judging Contest**  
10:30 p.m.  
Categories include “Best Dancer,” “Best Singer” and “Best Yellow-Brick-Road-Follower.”

**Foreign Aid Lecture: Will More Money Help the Poor?**  
2:30 p.m.  
Money wouldn’t have hurt Will Smith in *The Pursuit of Happiness.*

**On-Campus Film, WALL-E**  
7:00 and 10:00 p.m.  
It’s a film about pollution and environmental waste with a loveable robot as the lead; it’s kind of like An Inconvenient Truth.

**Homecoming Bonfire**  
9:00 p.m.  
What better way to demonstrate to your parents that college has turned you into a responsible, mature adult than to burn things in abundance?

**Saturday, October 4**

**RiverCrossings: Art Fair in Motion**  
All Day  
It’s an art crawl throughout the St. Peter-Mankato area. It’s like a bar crawl, only without the frightening amount of alcohol. But then again, if it involves artists. ...

**Arboretum 35th Anniversary Open House**  
10:00 a.m.  
Come celebrate 35 years of streaking, making out and weed smoking!

**Women’s Rugby vs. Macalester**  
10:00 a.m.  
Macalester would probably score, then spend the next hour whining about social injustice.

**Celebrate Gustavus: Inaugural Tree Dedication**  
10:30 a.m.  
Knowing this campus’ history of tornadoes and bad storms, is a tree dedication really a good idea?

**Homecoming Football Game**  
1:30 p.m.  
Beware our defensive line, St. Thomas. Our men are more powerful than those hand-dryers down by the Dive.

**Oktoberfest**  
4:00 p.m.  
It’s kind of hoping they’ll pull out something awesome, like “NOBEL 44: THE MUSICAL!” It could star Idina Menzel as one of the first humans, and the musical number, “Standing Up Straight” would bring down the house.

**On-Campus Film, WALL-E**  
7:00 p.m. and 10:00 p.m.  
WALL-E picks up garbage, watches old musicals and doesn’t talk back, he’s the ideal man.

**Neal & Leandra in a Special Homecoming Concert**  
7:30 p.m.  
P.D.A.: Posters Displaying Affection.

**Sunday, October 5**

**RiverCrossings: Art Fair in Motion**  
All Day  
It’s like the State Fair, but for art. Come help yourself to some Magritte on a Stick.

**Men’s Soccer vs. Grinnell College**  
1:00 p.m.  
Grinnell would probably score, then spend the next hour whining about social injustice.

**Family Weekend Concert**  
1:30 p.m.  
Bring the folks to this; it makes you look more cultured. Plus, they may not notice the hangover.

**ASAP**  
8:00 p.m.  
The social justice group ASAP and the social justice theatre troupe I Am, We Are had babies, would they be socially just enough?

**Fourth Nobel Conference**  
9:30 a.m.  
A big panel of old white men ... reminds me of the A.G.O.  

**Juggling Club**  
7:00 p.m.  
Start with handkerchiefs; advance up to babies.

**Monday, October 6**

**Announcement:**  
Study Abroad Rep. on campus—Scotland, UK. Go to Scotland and get a hot accent like Oliver Wood.

**Wednesday, October 8**

**Women’s Volleyball vs. Carleton**  
7:00 p.m.  
Carleton would probably score, then spend the next hour having a nervous breakdown from the stress of it all.

**Thursday, October 9**

**Prayers of Healing Service**  
10:00 a.m.  
Let us pray for Barack Obama’s speedy recovery from his inability to stop saying “Change.”

**The Writing Buffet**  
6:00 p.m.  
I hope they have dessert! Get it? I misspelled “dessert,” because it’s the Writing Center and they will help me spell things better! *awkward silence*

**Lecture: Does Islam Oppress Women?**  
6:30 p.m.  
To be fair, it’s not like Christianity has a stellar track record either.

**Gustavus Greens**  
8:30 p.m.  
Knock, knock.  
Who’s there?  
Your conscience.  
My conscience who?  
Well, given the fact that GustieWare keeps popping up in the parking lots, I’d say you don’t have a conscience, either. COME ON, GET WITH THE PROGRAM!

**Quote of the week:**

*Brady Skaff: You look fall-ish.*  
*Radonna Gastor: Did you call me a phallus?*  
*Brady Skaff: What’s a phallus?*

---

*[The Pickle can see Russia from its house.]*

*Do you need to spill the beans real bad? You’ve got the manure, and I’ve got the ability to spread it: we are a match made in heaven. E-mail me! thepickle@gustavus.edu*
Running is a passion for the students on the Gustavus Men’s and Women’s Cross Country teams. So far this season, they have had great success.

While the season is just getting underway, both teams have had impressive finishes so far. The men’s team opened the season with a twelfth-place finish out of 26 teams at the Les Duke Invitational. On Sept. 13 Senior Dan Foley earned a 22nd place finish out of 361 runners; he led the men that day with a time of 27:13. Juniors Mark Hartman and John Kennedy and Sophomore Nick Ross all placed within the top 100 to help the Gusties gain twelfth-place.

“Les Duke was our first 8K of the year and was intended to be a good warm-up for the team to get back into the swing of things for racing 8Ks the rest of the season,” said Sophomore Mark Petersen.

The women placed twelfth out of 24 teams. A similar finish for the women included a 24th place title to Sophomore Brooke Beskau out of 328 runners. First-years Ann Bergstrand, Danielle Burgmeier and Emma Wilson, Junior Vanessa Jones, Senior Jill Fagerstrom and Sophomore

The Gusties hope to finish fall season on a high note after frustrating start

- Gustavus takes on rival St. Thomas for Homecoming this week and since 1924, the Gusties have a Homecoming record of 58-23-2. In those 58 wins, 22 of them have been shutouts—the last of which was in a 31-0 rout of St. Thomas in 1977.
- Gustavus will celebrating the Championship football teams of 1958 and 1968 at the game this weekend. Both squads posted flawless records en route to MIAC Championships and seven players from these teams have be inducted in the Gustavus Hall of Fame.
- It is important to note that Saturday’s start time for the football game has been pushed back to 1:30 from its usual 1:00.

## Standings

### Football

<table>
<thead>
<tr>
<th>School</th>
<th>MIAC</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concordia</td>
<td>2-0</td>
<td>3-1</td>
</tr>
<tr>
<td>Augsburg</td>
<td>1-0</td>
<td>3-0</td>
</tr>
<tr>
<td>Carleton</td>
<td>1-0</td>
<td>3-0</td>
</tr>
<tr>
<td>St. John’s</td>
<td>1-1</td>
<td>3-1</td>
</tr>
<tr>
<td>St. Olaf</td>
<td>1-1</td>
<td>3-1</td>
</tr>
<tr>
<td>Gustavus</td>
<td>1-1</td>
<td>2-1</td>
</tr>
<tr>
<td>St. Thomas</td>
<td>1-1</td>
<td>2-1</td>
</tr>
<tr>
<td>Hamline</td>
<td>0-2</td>
<td>1-2</td>
</tr>
<tr>
<td>Bethel</td>
<td>0-2</td>
<td>1-3</td>
</tr>
</tbody>
</table>

### Volleyball

<table>
<thead>
<tr>
<th>School</th>
<th>MIAC</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>St. John’s</td>
<td>4-0</td>
<td>17-3</td>
</tr>
<tr>
<td>St. Thomas</td>
<td>3-0</td>
<td>15-1</td>
</tr>
<tr>
<td>St. Mary’s</td>
<td>3-0</td>
<td>11-6</td>
</tr>
<tr>
<td>Gustavus</td>
<td>3-1</td>
<td>15-2</td>
</tr>
<tr>
<td>Carleton</td>
<td>3-1</td>
<td>6-7</td>
</tr>
<tr>
<td>Concordia</td>
<td>2-1</td>
<td>9-2</td>
</tr>
<tr>
<td>St. Olaf</td>
<td>2-2</td>
<td>12-4</td>
</tr>
<tr>
<td>Hamline</td>
<td>1-2</td>
<td>10-5</td>
</tr>
<tr>
<td>Augsburg</td>
<td>1-3</td>
<td>10-8</td>
</tr>
<tr>
<td>St. Kate’s</td>
<td>0-4</td>
<td>6-9</td>
</tr>
<tr>
<td>Bethel</td>
<td>0-4</td>
<td>5-11</td>
</tr>
<tr>
<td>Macalester</td>
<td>0-4</td>
<td>4-10</td>
</tr>
</tbody>
</table>

### Men’s Soccer

<table>
<thead>
<tr>
<th>School</th>
<th>MIAC</th>
<th>PTS</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carleton</td>
<td>4-0-1</td>
<td>9</td>
<td>9-0-1</td>
</tr>
<tr>
<td>St. Thomas</td>
<td>3-1-1</td>
<td>7</td>
<td>8-3-1</td>
</tr>
<tr>
<td>Augsburg</td>
<td>3-1</td>
<td>6</td>
<td>8-3-1</td>
</tr>
<tr>
<td>Gustavus</td>
<td>3-1</td>
<td>6</td>
<td>6-2-1</td>
</tr>
<tr>
<td>St. Olaf</td>
<td>2-3-1</td>
<td>6</td>
<td>6-4-1</td>
</tr>
<tr>
<td>Macalester</td>
<td>1-2-2</td>
<td>5</td>
<td>6-4-1</td>
</tr>
<tr>
<td>Hamline</td>
<td>2-3</td>
<td>4</td>
<td>5-5-2</td>
</tr>
<tr>
<td>St. John’s</td>
<td>1-4</td>
<td>4</td>
<td>1-7-1</td>
</tr>
<tr>
<td>Bethel</td>
<td>0-4</td>
<td>0</td>
<td>1-8</td>
</tr>
</tbody>
</table>

### Women’s Soccer

<table>
<thead>
<tr>
<th>School</th>
<th>MIAC</th>
<th>PTS</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>St. Thomas</td>
<td>4-0-2</td>
<td>10</td>
<td>7-0-3</td>
</tr>
<tr>
<td>Concordia</td>
<td>3-1-2</td>
<td>7</td>
<td>8-1-3</td>
</tr>
<tr>
<td>Carleton</td>
<td>4-2</td>
<td>8</td>
<td>9-4-1</td>
</tr>
<tr>
<td>Augsburg</td>
<td>2-0-3</td>
<td>7</td>
<td>6-1-3</td>
</tr>
<tr>
<td>Macalester</td>
<td>3-1</td>
<td>6</td>
<td>6-2-3</td>
</tr>
<tr>
<td>St. Ben’s</td>
<td>3-2</td>
<td>6</td>
<td>6-3</td>
</tr>
<tr>
<td>St. Olaf</td>
<td>2-2-1</td>
<td>5</td>
<td>5-4-1</td>
</tr>
<tr>
<td>St. Kate’s</td>
<td>2-3</td>
<td>4</td>
<td>5-4-1</td>
</tr>
<tr>
<td>Gustavus</td>
<td>1-2-1</td>
<td>3</td>
<td>3-5-2</td>
</tr>
<tr>
<td>Bethel</td>
<td>1-3-1</td>
<td>3</td>
<td>6-3-2</td>
</tr>
<tr>
<td>Hamline</td>
<td>1-4</td>
<td>2</td>
<td>5-5</td>
</tr>
<tr>
<td>St. Mary’s</td>
<td>0-6</td>
<td>0</td>
<td>4-6-1</td>
</tr>
</tbody>
</table>

## Results

- Volleyball @ Bethel W 3-0
- Women’s Soccer vs. UW-Stout W 2-0
- Men’s Soccer vs. Simpson T 0-0 (2 OT)
- Volleyball vs. Hamline W 3-0
- Women’s Soccer @ Carleton L 0-1
- Men’s Soccer vs. Carleton L 0-2
- Football @ St. John’s L 17-31
- Men’s Golf Host TC-Classic 7 of 23
- Volleyball @ St. Olaf L 2-3

## Jottings

- Gustavus takes on rival St. Thomas for Homecoming this week and since 1924, the Gusties have a Homecoming record of 58-23-2. In those 58 wins, 22 of them have been shutouts—the last of which was in a 31-0 rout of St. Thomas in 1977.
- Gustavus will celebrating the Championship football teams of 1958 and 1968 at the game this weekend. Both squads posted flawless records en route to MIAC Championships and seven players from these teams have be inducted in the Gustavus Hall of Fame.
- It is important to note that Saturday’s start time for the football game has been pushed back to 1:30 from its usual 1:00.

## God’s Words for a Life of Virtue, Love, Grace and Joy.

“The Key to success is not so much talent or natural gifts, but rather one’s willingness to be used of God.”

Nehemiah 2:20

Hold dear in your heart the teachings of the Bible. For scripture of yesterday is today in thought, word and deed. It is not generational, but everlasting.

Friend in Christ, Tommerdahl@paci.com
Megan Lundstrom, all finished within the top 100 runners.

This past weekend, both teams competed in the Roy Griak Invitational on Sept. 27. The men placed 15 of 31 and the women were 17 of 36 teams.

“For both men and women, the goal is to keep improving at each race,” said Coach Jed Friedrich, “and put ourselves in position to compete with the top teams in the conference at our conference and regional championships.” This is the goal for many of the athletes as well.

“As we get further into the season, we hope to get (and keep) everyone on the team healthy, and improve on our finishes at MIAC conference championships,” said Leaf.

The teams are both hoping to finish strong for the remainder of the season. To do that, they hope to compete at their best for every competition. “This is a great start to the season,” said Friedrich, “and should get better once we prepare for our big races at the end of the season.”

Strategy plays a huge part in winning the races, as well. “We just need to keep working on closing the gaps between runners,” said Senior Captain Kayla Ricksham.

Both teams are looking forward to the remainder of the season, but the main focus is health, especially for the men.

“We’ve been sort of plagued with injuries so far. A lot of teams in the conference are counting us out as far as being a competitive team this year based on the Les Duke results, but if and when we get our full lineup to be injury-free, we should be able to shake things up in the MIAC and surprise a lot of people,” said Petersen.

For the men’s and women’s teams, there are many stand-out athletes that should help the team place high in the upcoming competitions. “Dan Foley and Brooke Beskau really established themselves this week as our front runners,” said Friedrich. Petersen expands on that topic: “Dan Foley looks to be on track for a great senior season. Additionally, Juniors Mark Hartman and John Kennedy and Seniors John Leaf and Alex Priewe should also be near the top of the squad,” said Petersen.

For the women: “Brooke Beskau is looking really good this year; she ran a lot this summer and it definitely shows. As far as the new runners, Kim Rostvold is really stepping up and throwing down some fast times too,” said Ricksham.

Upcoming events for the Gustie teams are the Wartburg Invitational (for both) in Waverly, Iowa, Oct. 11, and then on Oct. 18, the Jim Drews Invite for the men and the Tori Neubauer Invite for the women, both in LaCrosse, Wisconsin. The MIAC championships and the NCAA Championships will round out the remainder of the season.

Seniors Dan Foley and John Leaf anchor a strong cross-country squad that looks to make a splash at the final event of the season this upcoming weekend.

Let your Book Mark purchases reward you!

Next time you shop*
pick up a Book Mark Rewards Card
and for every $5 you spend, you will receive a $5 punch on your
Book Mark Rewards Card.
$200 in punches = a $10 gift card!

Also - sign up to receive advance email notices of Book Mark events and sales!

(*Not valid on textbooks, previous purchases, or on the purchase of gift cards. Cannot be used as payment on Book Mark charges. Not redeemable for cash.
The Book Mark is not responsible for lost or stolen cards.)
The Gustavus Men’s Golf team, coming off a 19 place finish at last year’s NCAA Division III Championship, is looking forward to a trip back to the national tournament.

“Nationals have been our goal since day one,” said first-year golfer John Anderson. “We have a lot of potential.”

A win at this weekend’s Conference Championship will give the team an automatic berth to nationals. So far the Gusties are having a solid season with seventh, fourth and second place finishes in three of their four tournaments.

“They have the natural ability; they grind it out and just find ways to score,” said assistant coach Randall Stuckey. “We want to see growth with every tournament and they’re really pushing each other out there.”

Last weekend, the Gusties hosted the Twin Cities Classic where the team finished seventh out of the twenty three teams competing. Junior Ricky Copeland paced Gustavus with a 74 stroke final round—good enough to place him thirteenth overall. Copeland was only two strokes off of the leader.

“Sophomore Ricky Copeland has competed in this season, he has averaged a 74.9 (+3) for the Gusties in ’08,” said Curb. “They have the natural ability; they grind it out and just find ways to score,” said assistant coach Randall Stuckey. “We want to see growth with every tournament and they’re really pushing each other out there.”

Last weekend, the Gusties hosted the Twin Cities Classic where the team finished seventh out of the twenty three teams competing. Junior Ricky Copeland paced Gustavus with a 54-hole total of 222—including a 73 stroke final round—good enough to place him thirteenth overall. Copeland was only eight strokes off of the leader.

The team finished twentieth overall while the white team finished one spot further with overall scores of 954 and 960 respectively. Anderson (228) and junior Josh Curb (229) finished 33 and 35 overall in the tournament.

The young team has high hopes this season, seeking a return to nationals even though they returned only three seniors to the team. Most of the juniors have little varsity experience but have not disappointed, and the team remains optimistic about the potential of the incoming freshmen class who are stepping up to help the team.

“Being the only upperclassmen as juniors, we have to carry on what we’ve learned from last year’s graduating class,” said Copeland. “There is always a difference between high school and college golf. It’s a different game with longer courses but the young guys have managed pretty well.”

Curb is one of the four top juniors on Gustavus’ squad. He is joined by Copeland, A.J. Olson and Ben Hilding, along with First-year Anderson. Those five are focused on developing to become consistent players.

“Being the only upperclassmen on the team, coming back from the conference championship will give the team an automatic berth to nationals,” said Curb. “The young guys have managed pretty well.”

Anderson is one of the four top juniors on Gustavus’ squad. He is joined by Copeland, A.J. Olson and Ben Hilding, along with First-year Anderson. Those five are focused on developing to become consistent players.

“The conference championship will give the team an automatic berth to nationals,” said Curb. “They have the natural ability; they grind it out and just find ways to score,” said assistant coach Randall Stuckey. “We want to see growth with every tournament and they’re really pushing each other out there.”

Last weekend, the Gusties hosted the Twin Cities Classic where the team finished seventh out of the twenty three teams competing. Junior Ricky Copeland paced Gustavus with a 74 stroke final round—good enough to place him thirteenth overall. Copeland was only eight strokes off of the leader.

The team finished twentieth overall while the white team finished one spot further with overall scores of 954 and 960 respectively. Anderson (228) and junior Josh Curb (229) finished 33 and 35 overall in the tournament.

The young team has high hopes this season, seeking a return to nationals even though they returned only three seniors to the team. Most of the juniors have little varsity experience but have not disappointed, and the team remains optimistic about the potential of the incoming freshmen class who are stepping up to help the team.

“Being the only upperclassmen as juniors, we have to carry on what we’ve learned from last year’s graduating class,” said Copeland. “There is always a difference between high school and college golf. It’s a different game with longer courses but the young guys have managed pretty well.”

Curb is one of the four top juniors on Gustavus’ squad. He is joined by Copeland, A.J. Olson and Ben Hilding, along with First-year Anderson. Those five are focused on developing to become consistent players.

“Being the only upperclassmen on the team, coming back from the conference championship will give the team an automatic berth to nationals,” said Curb. “The young guys have managed pretty well.”

Anderson is one of the four top juniors on Gustavus’ squad. He is joined by Copeland, A.J. Olson and Ben Hilding, along with First-year Anderson. Those five are focused on developing to become consistent players.

“The conference championship will give the team an automatic berth to nationals,” said Curb. “They have the natural ability; they grind it out and just find ways to score,” said assistant coach Randall Stuckey. “We want to see growth with every tournament and they’re really pushing each other out there.”

Last weekend, the Gusties hosted the Twin Cities Classic where the team finished seventh out of the twenty three teams competing. Junior Ricky Copeland paced Gustavus with a 74 stroke final round—good enough to place him thirteenth overall. Copeland was only eight strokes off of the leader.
Historically dominant Gusties impress early

After a strong showing at the Regional, the Gusties head to Mobile with a full head of steam

Ryan McPartland
Staff Writer

The Men’s Tennis fall season is in full swing after starting the season off last week at the Drake Invitationals in Des Moines, Iowa. Gustavus was the only Division II program there, the other four teams consisting of Division I programs. Eight Gustavus singles and doubles players made the trip, including Juniors Krishan Jethwa and Mike Burdakin and Seniors Nick Hansen, Ashok Jethwa, David Koppel, Charlie Paukert and Kevin Stickney.

Senior John Kauss lost his first singles match in the “A” flight only to win his next four matches to clinch the “A” flight consolation title. Other bright spots for the Gusties in singles play included Krishan Jethwa, who finished the tournament with an impressive record of 3-1, while Burdakin, Hansen and Ashok Jethwa all walked away with records of 2-1. In doubles play, Burdakin and Kauss as well as Koppel and Paukert each ended the tournament with 2-1 records.

This past weekend, the Gustavus Men’s Tennis team hosted the Wilson/ITA Midwest Regional Championships at the Swanson Tennis Center, as well as at the Brown Outdoor Courts and the Gibbs Tennis Courts. One hundred ninety-seven singles and doubles players participated in the three-day tournament which included 22 of the top small college tennis programs throughout the Midwest. The stakes of the tournament were high, as the champions from both singles and doubles play advanced to the Intercollegiate Tennis Association National Small College Championships in Mobile, Alabama in mid-October.

The singles portion of the tournament started early on Friday, with the first three rounds being played the same day. Gustavus started off with a bang, having three unseeded players Jethwa, Senior David Koppel and First-year Peter Wright pick up wins, advancing to the second round of the day.

It was during the second round that the true tournament play began, with Gustavus having several top-seeded players. Kauss was the early singles favorite, earning the #1 seed, while both Burdakin and Paukert were also highly regarded, earning #6 and #8 seeds, respectively. Other seeded Gustavus players were Kevin Stickney (#17) and Nick Hansen (#20).

Of the 10 matches Gustavus played during the second round, they lost only two, the other eight Gusties advanced into the third round. In the third round only Krishan Jethwa and Hansen were ousted from the tournament, while Gusties Kauss, Ashok Jethwa, Stickney, Burdakin, Paukert and Patrick Clark advanced into the round of 16. Ashok Jethwa offered a very strong performance in his second round match, as he went on to defeat #7 seed Max Busch from Luther (7-5, 6-1).

The second day of singles play held the next two rounds of the tournament, in which Burdakin, Kauss and Paukert were able to win each of their two matches, advancing them to the semifinals on the last day of the tournament. Kauss won his semifinal match in convincing fashion, while Paukert defeated Burdakin in the other semifinal match, making it an all-Gustavus final match.

Kauss fought adversity in the championship, saying, “I find it very hard to play teammates in big matches. I play them almost every day in practice, but when it comes to a match that really counts, it is hard to focus point after point,” said Kauss.

Kauss and Paukert both played well in the finals match, each playing with intensity and consistency. Kauss eventually won the match 6-3, 6-2. With the win, Kauss was able to earn the All-American rank for his first time, as well as earn his way to the ITA National Small College Championships.

Two rounds of doubles play were also scheduled for Friday, commencing immediately after the first day singles matches were concluded. The field of teams featured seven from Gustavus. Senior pairs Eric Ice and Kyle Olson, Hansen and Stickney, Koppel and Paukert and the #1 team of Burdakin and Kauss were all able to edge their opponents to move into the second day of doubles play.

The second day held three additional rounds of doubles play. Gustie teams of Ice/Olson and Koppel/Paukert were bounced from competition in the third round, while teams of Hansen/Stickney and Burdakin/Kauss were both able to advance into the quarterfinals by winning their third round matches with rather lopsided victories.

Eventually both Gustavus teams won their semifinal matches, making the championship match another all-Gustavus contest. Burdakin/Kauss defeated fellow Gusties Hansen/Stickney 6-2, 6-2 to give Kauss his first ITA/Midwest doubles title, while Burdakin got his second. With the win, both Kauss and Burdakin will earn an All-American ranking, as well as move on to the ITA National Small College Championships.

“There is no disappointment when so many Gustavus players do well—only great pride and satisfaction as long as they try hard, stay positive and be good sports,” said Wilkinson.

The ITA National Small College Championships will be held Oct. 16-19 at the Copeland-Cox Tennis Center in Mobile, Alabama.

Men’s Tennis - MIAC Titles Won

<table>
<thead>
<tr>
<th>Team</th>
<th>Titles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gustavus</td>
<td>15</td>
</tr>
<tr>
<td>St. Thomas</td>
<td>14</td>
</tr>
<tr>
<td>St. Olaf</td>
<td>13</td>
</tr>
<tr>
<td>Macalester</td>
<td>5</td>
</tr>
<tr>
<td>Hamline</td>
<td>3</td>
</tr>
<tr>
<td>St. John’s</td>
<td>1</td>
</tr>
<tr>
<td>* UM-Duluth</td>
<td>0</td>
</tr>
<tr>
<td>Concordia</td>
<td>1</td>
</tr>
</tbody>
</table>

Senior John Kauss was a combined 46-12 between his singles and doubles matches last season but hopes to thrive in the #1 role.