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Knowledge Park to open in 1999

By Shannon Weber
staff writer

Late last summer Governor Tom Ridge announced the release of \$8.5 million of Pennsylvania Capital Budget Redevelopment funds. This money will go toward the construction of Knowledge Park at Penn State Behrend. The purpose of Knowledge Park is to attract knowledge-based companies closer to the college so that the students will have increased opportunities for interaction and employment. At the same time, the companies benefit from the expertise of the college faculty and research centers.

"The states \$8.5 million investment here is certainly significant," said Bob Phoeel, president of the Greater Erie Industrial Development Corporation (GEIDC), "but even more significant is the new direction that this investment allows Erie County to move in. We've long been known for our higher-than-average percentage of heavy manufacturing jobs in Erie. This park will enable us to continue our manufacturing leadership. Now, however, the research and development will also be in Erie for products made in Erie."

Knowledge Park will be beneficial in many ways. It will enable the students to work and have internships. Employees of these companies would also construct classes. Students majoring in business and communications will be able to do internships related to marketing. Management Information Systems majors will work with the companies on data

bases and communication. Science majors will work with Biotech and other science oriented companies. There will be many opportunities beyond engineering and engineering technology.

The tenants will benefit from Knowledge Park by allowing access to graduate students, education, training programs and support. Tenants will also be able to utilize the teleconferencing and distance education technologies. "Knowledge Park is a research and development area which will allow knowledge-based high-tech type companies to locate closer to and take full advantage of the intellectual and physical resources of the college," according to Robert Light, Associate Provost and Associate Dean of Penn State Behrend.

The tenants of Knowledge Park will include organizations and their employees which are likely to form strong knowledge-driven partnerships with Penn State Behrend and other institutions of higher education. The majority of tenants will relate to the use of engineering and business practices to promote the development and improvement of products and processes.

Knowledge Park is located on a mile-long stretch of Penn State Behrend's campus on the north side of Interstate 90. It resides on Exit 9 of Interstate 90 and is 25 minutes from the Erie International Airport. The Park is within five minutes of the terminus of the Route 17 Southern Tier Expressway which is a direct link to New York City. The Park is also within two hours of Buffalo, Cleveland and Pittsburgh.

There are over twenty 4-acre sites

for the buildings which will be 40,000 square feet or more in the Park. The sites are equipped with utilities. Three sites are available for immediate construction. The first corporate multi-tenant building is to be completed in January of 1999. It will be a two-story, 70,000 square foot structure. The first tenant of Knowledge Park will be Aalborg Industries, which designs and markets steam boilers and generators. This company, which is Erie based, was purchased by a Danish company. "We anticipate attraction of companies from outside the region and outside the state," stated Light.

There are four phases in which Knowledge Park will be completed. GEIDC Chairman Mike Mead said that, "phase one is the construction underway on the first building and the Knowledge Parkway, which will be one of the most scenic roads in the county, with tall trees on both sides and in the middle of the divided parkway."

He also commented on the investment from Governor Ridge. The money will help fund phase two of Knowledge Park. Phase two includes an 8,000-square-foot, shared-use meeting center, a 36,000-square-foot training facility, site work, storm water management, and numerous paved public pathways through the heavily forested Knowledge Park site. "Phase three will include development of the land west of Jordan Road to Evergreen Gorge. And Phase four will complete development of infrastructure such as roads and utilities on the final 40 acres of the Knowledge Park site."

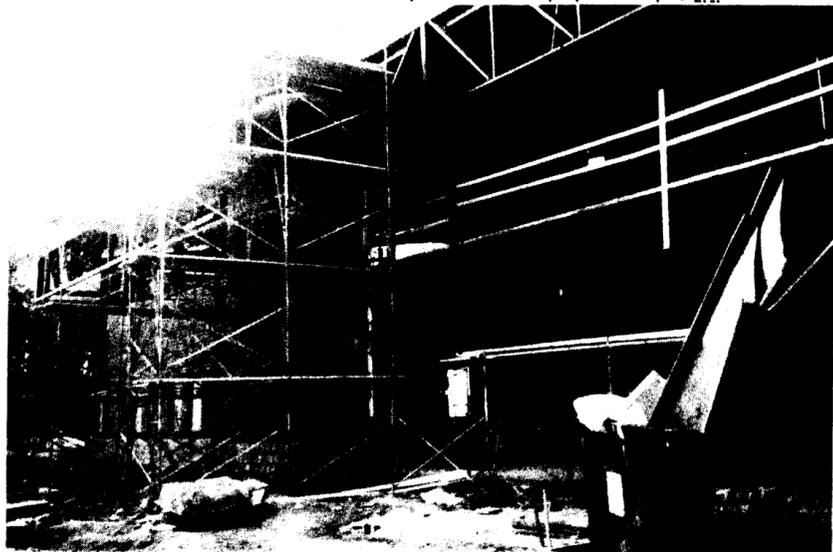
Oberlin College. Two times he applied to 20 different medical schools and both times he was rejected. He and Cohen eventually decided to go into business together. They decided on a business that involved food because they both loved to eat very much. The first business that they thought of was the United Bagel Service which would deliver bagels door to door. This idea didn't last very long and they decided to make ice cream. They took a correspondence course at Penn State to learn how to make ice cream. After passing the course, they decided that they wanted to open a store in a rural college town which was in a warm environment. They soon realized that all of the schools that were in the warm environment already had good ice cream stores and after much debate, decided on Burlington, Vermont.

Greenfield defined business as, "an entity that produces a product or does a service." He stated that at Ben and Jerry's, they were more involved with the spiritual part of business. "As we help others, we can't help but help ourselves," Greenfield said. Ben and Jerry's redefined the bottom line for business. Ben and Jerry's was worried about "how much have we helped the quality of life in the community and how much money have we made?"

After his speech, Greenfield opened the floor to any questions that people had. One man stated that Ben and Jerry's indirectly stopped a drilling operation in a wilderness area in Southern Pennsylvania. Ben and Jerry's had donated fifteen barrels of ice cream to the organization that was against the drilling and the drilling operation was stopped.

A woman asked how well Ben and Jerry's promoted women and minorities in the company. Greenfield said, "we do very well with women. Half of the company's managers are women. However, our record with minorities is between terrible and dismal. We think that this is partially due to the location. Vermont is a predominantly white state."

Another woman wanted to settle a dispute between herself, her daughter and



A Knowledge Park building under construction

photo by Andrea Zaffino

SGA appoints one freshman senator

By Anne Rajotte
editor in chief

Freshmen elections were postponed once again this week, at least partially. After delaying the election for several weeks, Student Government Association voted to appoint one freshman senator this week.

Mike Ames, the newly appointed senator, stated "I think I can help Behrend by working with SGA," but added, "I don't know too much about SGA."

Christopher Buchanan, the other candidate, was not present at the meeting. Due to his lack of attendance at recent meetings, SGA voted to postpone appointing him one more week. President Buck Goedicke stated, "I don't know how much time he has for SGA."

In other business, Goedicke commented on his meeting with the University Faculty Senate: "I told them Behrend sucks." He discussed problems with advising and the

I told them Behrend sucks

SGA President Buck Goedicke

computer fee with the Faculty Senate.

Another issue discussed was a banner that the Campus of Commonwealth Student Governments (CCSG) is requiring all Penn State campuses to purchase for All U Day. The banner costs \$200 and Vice President Andrea DiPlacido assured the senators that it can be used for events other than All U Day. In re-

sponse to Senator Doug Watkins' question of the consequences of not buying the banner, Goedicke replied, "We're going to look very stupid."

All nineteen Penn State campuses are required to purchase the banner, which will be carried at All U Day. SGA voted to reallocate money which was previously allocated to travel expenses to buy the banner. Watkins was the only senator to vote no.

Finally, Senator Kelly Pahal suggested that SGA buy a radio for their office. Goedicke first suggested that a CD player could be purchased for around \$90. Other senators objected to this because they felt that it was too much money. Pahal eventually moved to buy "a \$10 clock-radio." This motion was passed by the Senate.

Jerry of Ben & Jerry's visits Behrend

By Will Jordan
news editor

"What's the Doughboy afraid of?" This past Tuesday, Jerry Greenfield, one half of the famous Ben and Jerry's duo, came to Behrend.

Though there were many perils of the Ben and Jerry's Company, one that occurred as the company began to grow involved the Pilsbury company. As Ben and Jerry's began to sell their ice cream wholesale to supermarkets, the Pilsbury company, which owns Haagen-Daaz, began to issue threats to the supermarkets. Pilsbury said that if the supermarkets continued to carry and sell Ben and Jerry's ice cream, they would no longer supply the supermarkets with Haagen-Daaz ice cream.

Although what the Pilsbury company was doing was illegal, Ben and Jerry realized that it would be pointless trying to sue this company that was so much larger than their own. So they began a campaign to fight the corporate giant by gaining the support of the public. They sold t-shirts that had a picture of a small container of Ben and Jerry's ice cream being strangled by a pair of pudgy white hands on the front, and on the back was written "What's the Doughboy afraid of?"

Ben and Jerry took out ads in newspapers and magazines trying to gain the support of the public. They also had an ad in *Rolling Stone* magazine which read, "Help two hippies from Vermont," to help gain support in their fight against the Pilsbury company. Eventually there was enough pressure from the public to force the Pilsbury company to back down.

Jerry Greenfield's first job in the ice cream industry was in the cafeteria of his alma mater Oberlin College as a scooper.

At the original store in Burlington, Vermont, he was also a scooper. However, Greenfield had a problem with "portion control." "I would see the person on the other side of the counter smiling at me and so I would give them a large scoop," Greenfield commented.

Greenfield stated, "a business is a machine to make money." After starting the business and as the business began to grow, Ben and Jerry started to feel more like businessmen and less like ice cream men. They almost sold their business. To become less like a business, Ben and Jerry's company began to give to the community. They started the Ben and Jerry Foundation which donates 7.5 percent of the company's annual pre-tax profits to charity. This is the highest percentage of any publicly held company.

Greenfield was introduced at his evening lecture by Ken Miller who is the acting dean of student affairs. Greenfield was sporting a stylish, light blue, Ben and Jerry's staff t-shirt. His speech was entitled "An Evening of Entrepreneurial Spirit, Social Responsibility, and Radical Business Philosophy."

Greenfield began with when he met his longtime friend and partner, Ben Cohen, in their seventh grade gym class. "We were the two slowest and fattest kids in the class," Greenfield said. Ben and Jerry remained good friends throughout junior high school and high school. When the time came to go to college, Cohen's parents basically forced him to go. They filled out an application to Colgate University in upstate New York. "Ben thought that it was a cool place because it had fire places," Greenfield stated. Eventually Cohen dropped out of Colgate as well as many other colleges. He also had many odd jobs within a span of two years.

Greenfield was a premed major at



Jerry Greenfield at Tuesday's press conference

photo by Andrea Zaffino

her husband. She wanted to know whether it was best to eat the ice cream directly from the container like her and her daughter do or is it better to scoop it out as her husband does. Greenfield said, "I recommend scooping because when you eat directly from the container you are prone to eat the whole thing." Greenfield then stated that, "it is better to eat ice cream with a fork instead of a spoon because less metal touches the ice cream and you get more flavor."

After the speech, Jay Fiorello, 03 Business Logistics, said, "it's good to hear that two small town guys made it big. I think it's great that they spend so much time trying to give back." Patrick Kiley, 05 Communications, said, "I thought he was a pretty cool cat. I thought that the quote in *Rolling Stone* about the two hippies from Vermont was funny." Chad Warren, 01 MIS, said, "I thought

he was great and an inspiration for anyone going into the area of business. His ability to start the business without having much knowledge is phenomenal." Kim Moses, 05 Mechanical Engineering, said "Anybody able to do what he did the way he did it gets mad love from me."

Holly Ristau, 01 Chemistry, said, "I thought he was very motivated. I think that it's great that they give so much to the community." Lee Ericson, 03 Communications, said, "to see a man with his wealth and power be so humble brings a tear to my eye. If all people of his stature gave back what he does to the community, this country would be a far better place for our children to grow up in. I have seen the light and starting today I will strive to become more like Jerry Greenfield."

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