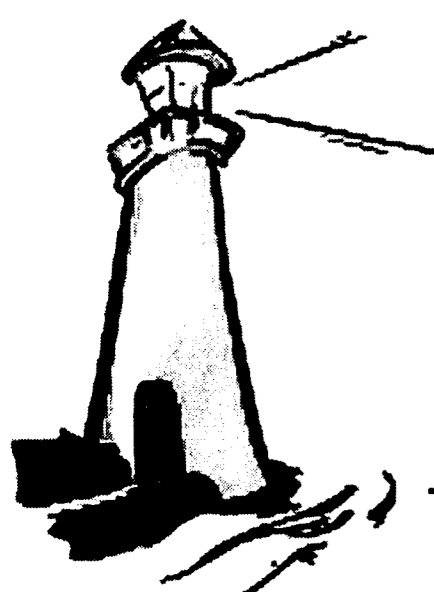


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THE BEHREND BEACON

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SPRING 2001

WEATHER

FRIDAY - Partly Cloudy



High 37
Low 18

Check page 2 for weekend forecast

INSIDE

PAGE 11A

MOVIES FOR A BUCK?
You heard it right. Millcreek Cinema 6 offers a cheap alternative to the wallet-emptying movie theaters in Erie. Tuesdays are 50 cents.

PAGE 14A

BEATING THE WINTER BLUES
Students don't let the winter blues get them down. What to do to keep your spirits up as the snow comes down.

PAGE 1B

O'LAKE SCORES 1000
Senior basketball player Jen O'Lare scored her 1000th career point for Behrend this past week. The Lions also continued their unbeaten streak in the AMCC with a nail-biting win over Pitt-Greensburg.

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www.clubs.psu.edu/beacononline/
Offices are located downstairs in Reed Union Building

Plans stack up for Behrend's immediate future

by Breanna Bush
staff writer

Behrend is known as the "small school with the big degree," but it looks as though many new facilities are to be constructed that will make Behrend much larger in size.

Parking on campus has long been an issue of debate at Behrend. According to Senior Associate Provost and Senior Associate Dean Jack Burke, a new parking lot will be available

next to the Athletics and Recreation Center (ARC), which is now set to open near spring break. Those who currently park in the Erie Hall parking lot will then be able to park near the ARC, creating more room for student parking around Erie Hall.

Also, a new parking structure will be built over a new lot that will adjoin the ARC lot. The structure will be built simultaneously with the Research and Economic Development Center (ARC).

The chapel and carillon is located on Jordan Road across from the Library and in front of the ARC. The completion of this structure should occur in the fall of 2001. It will contain 48 bells, making it quite unique for our region.

As for not having enough dorms, new housing will be provided in conjunction with the construction of the REDC. Currently, it appears that Perry Hall will be expanded and renovated, adding an additional 150 beds.

Knowledge Park is an on-going project. This

research and development area enables knowledge-based organizations to take full advantage of Behrend's intellectual and physical resources. It is located on a mile-long stretch of Behrend's campus on the north side of I-90. The site sits on 200 acres of land that provides views of Lake Erie

FUTURE PLANS

continued on page 2A

BUILDING BRIDGES



PHOTO COURTESY OF UNIVERSITY RELATIONS

Sarah Van Parys and Mark Nipper build bridges with LEGOS at Behrend's first annual Sophomore Business Bridge.

Sophomore Business Bridge offers opportunities for Behrend business majors

by Michael Grooms
staff writer

On Saturday, January 13-14, The Courtyard by Marriott and the Ambassador Conference Center on Peach Street provided the location for Behrend's first annual Sophomore Business Bridge. The weekend-long retreat was for Behrend's sophomore business students who are about to declare a major. The bridge had two goals: to expose students to representatives from the business industry, and to help the students choose a major and career path. "The objective was to enhance the basic academic experiences of the students," said Dr. Mary Beth Pinto, assistant professor of marketing.

The 30-plus students in attendance were provided with the tools needed to make the upcoming decisions through interaction and guidance with Behrend faculty, students from the MBA program, and alumni. Students gained insight on possible career paths, and came in contact with business leaders from across the country. The business leaders involved represented Adelpia, Erie Insurance, Pentacore, McCarty Printing, General Electric, Buffalo Sabres, Erie Plastics, Rent-Way, and other regional businesses.

The attendance of local business leaders was a vital part of the retreat. "The fact that the School of Business does this for its students is very positive. It's invaluable to begin building a network while you're still in school," praised Chris Schoelflin, a business administrator for the Buffalo Sabres.

The students were kept very busy for the two days. Saturday's agenda began with a Continental breakfast, an overview of the

BUSINESS BRIDGE

continued on page 2A

Engineering and Business grow with GE Grant

by Mark Benko
and Liz Hayes
staff writer and news editor

The School of Engineering and Engineering Technology (SEET) and the School of Business at Behrend were recently awarded a \$176,000 grant from the General Electric Fund. The award will be used to integrate the SEET with the School of Business, creating cooperative learning environments for students and fostering entrepreneurship. The program, which has yet to be developed, will concentrate on the economic aspects of manufacturing, technical management, business law, and sales.

Behrend will receive this award over a period of two years. The grant will also support faculty development and team-teaching and the establishment of a Center for Product Realization, which will be used as an incubator for new business ideas.

"We are delighted that GE and Penn State will collaborate on yet another way to advance economic innovation," Provost and Dean Dr. John Lilley said in a recent press release. "Our program will build on the strengths of our engineering and business faculty and support entrepreneurial initiatives. This new program will educate engineers to understand the business environment, and it will prepare business majors to understand engineering principals and processes."

Behrend and the General Electric Transportation Systems (GETS) are already collaborating on several projects, including remote diagnostics research, undergraduate senior design projects, and student internships. GETS' e-Business solutions unit is also located in Behrend's Knowledge Park.

Dr. Robert Simoneau, director of the SEET, indicated that this will be an on-going process that will culminate in the Center for Product Realization. "As we develop a model for integrating business and engineering, we will test it through our engineering senior design projects, coupled with team-taught entrepreneurship classes. Our final outcome will be the Center for Product Realization Processes that will serve as an incubator for new ventures."

In addition to the \$176,000 Behrend has been granted, the GE Fund will award the College of Engineering at University Park nearly \$300,000 over the next two years. This grant will support a similar partnership between the College of Engineering, the Smeal College of Business Administration, and Penn State Altoona.

The GE Fund, based in Fairfield, Connecticut, is the philanthropic foundation of the General Electric Company. It invests in improving educational quality and access and strengthening community organization in GE communities around the world.

"We're excited not only by the potential of the individual proposals, but by the collaboration between the campuses that will greatly multiply what we all learn from these efforts," commented Roger Nozaki, program manager for higher education at the GE Fund, when he visited Knowledge Park to make the check presentation.