



THE BEHREND BEACON

A PENN STATE ERIE STUDENT PUBLICATION

XLVIII No. 18

FEBRUARY 2, 2001

16 pages



SPRING 2001

WEATHER

FRIDAY — Snow



High 26
Low 23

Check page 2 for weekend forecast

INSIDE

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WORLDWIDE ORGANIZATION OF THUGS?

The WWT write in to let the Behrend Community know who they are and what they really are about.

PAGE 15

SUPERBOWL XXXV

A whole page dedicated to the big moments of Super Bowl XXXV, as well as a look at the Bowls of the last decade.

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WHAT'S DRIVING BEHREND?

The first-ever "What's Driving Behrend?" supplement appears in the Beacon, and will run the first week of every month. Be sure to look for Commuter Council updates, Ask the Mechanic, driving tips, and much more.

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CLUTTER or EFFECTIVE ADVERTISING?

by Jason Snyder
editor-in-chief

One of the biggest challenges for Behrend organizations when planning events is to get their word out to the nearly 3,800 students that attend the college. Student groups spend hours on end planning for events that only a small number of students end up attending. So what is the secret for successful event turnout?

According to Dr. Carla Lloyd, associate professor of advertising and communications, it's creativity through a variety of different techniques.

"Posters are very effective on college campuses. They work when they're very clever," said Dr. Lloyd. "What I'd like to see is more resting headlines; headlines that grab our attention and make us chuckle...they're witty, they make us



PHOTOS BY JASON SNYDER

CLUTTER?

continued on page 2 DO YOU READ THIS? Due to some limits on poster placement on campus, bulletin boards have become cluttered with advertisements, which Dr. Carla Lloyd argues can be effective.

Dr. Carla Lloyd's experience presents promising future for Behrend communications

by Jason Snyder
editor-in-chief

After almost twenty years of teaching at Syracuse University and a distinguished career in the field of advertising, Dr. Carla Lloyd was hired at Behrend this past summer as an associate professor of advertising and communications. Dr. Lloyd comes to Behrend having a wide variety of knowledge in the field of advertising and media studies.

Dr. Lloyd made the decision to apply for the new opening for an advertising position when her husband Bob Lloyd accepted the position of

Executive Editor at the Times Publishing Company. Dr. Lloyd was granted a two-year absence from Syracuse so her husband could accept the job. When her two-year absence was up, "luck would have it, a position for advertising was newly created here," said Lloyd. "So I interviewed for the position, and I got it."

Dr. Lloyd is currently in her second semester at Behrend since taking the job, and has already gained respect from many of her students.

DR. LLOYD

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ARC's 'official' opening date is March 12

by Jamie Salapek
staff writer

For several years now the Behrend community has been whispering the rumors of a new athletics facility. Now that the Athletics and Recreation Center is so near actuality, the wait has been almost unbearable. The buzz across campus echoes the ever-popular question, "is the ARC ever going to be completed?"

Brian Streeter, Behrend's athletics director, has assured the community that the ARC will open to the student body on March 12 at 7:00 a.m., but not prior to this date due to a number of small problems that have hampered completion.

The rumor mill has been running in overdrive the last few months as the completion date has been pushed back. A number of rumors have surfaced about the ARC: Did the floor buckle? Does the pool and roof leak? Was the completion of the floor rushed for the fall graduation? Streeter insists that most of these rumors are false.

According to Streeter, a few minor glitches have occurred, and they are complicating the

process. What's the hold-up? The ARC is a state building, overseen by the Department of General Services. Subcontractors that are needed to complete much of the construction must be selected by the state, through a bid system. Several companies have put bids in to obtain the jobs, and the contractors with the best bids get the job. It is a long, drawn out process with many middlemen involved. The bids are then sent to Harrisburg for review so that the state can get the best deal for the least amount of money.

The ARC must also undergo a number of state inspections and pass them before it can be opened for the public. Everything in the ARC must be up-to-date and working correctly.

Another problem that occurred was indeed due to the floor in the gym. The wood for the floor had to dry out before being placed, because humidity would cause the floor to warp. Some of the flooring was put down and ripped back up because of expanding and contracting that led to some crooked boards. Brian Streeter confirmed that the floor is now down and will be painted by the end of the week. Once this is done, the track outlining the court will be finished and curtains will be

put up.

The ARC also experienced some mechanical troubles with the pool pumps, but that too has been fixed. As of right now, the pool is being used by the swim team for practice and the swimming classes as well, but is not open to the all students yet. The track and gym floor will open at the same time. The weight room is completed, but there is no equipment yet due to the bidding process. Penn State Behrend has requested the equipment wanted, but there are no guarantees because the state has the final say. The same applies to the score boards, bleachers, basketball nets, wall pads, and speaker system.

The basketball and track teams are currently utilizing Erie Hall for their practices and games. The basketball teams will finish out their season in Erie Hall and grace the ARC's new court next season.

Streeter feels that the completion of the ARC is currently at 95%. "Reality is just around the corner. Finishing touches will be done over Spring Break to convenience the students upon their arrival back from break," Streeter explained.

Watters hired as Assistant Director of CDC

by Jenny Zhang
staff writer

Andrew Watters has set many goals in the new millennium in his new position as the Assistant Director of Career Development Center (CDC). Watters took the place of Mr. Kevin Moore at the beginning of the new year, after Moore vacated the CDC to assume his new position as Alumni Director in the Office of Development and University Relations.

Watters was previously an admissions counselor in the office of Admissions and Financial Aid.

Andrew Watters

Along with counseling, Watters will see to employer relations and behind-the-scenes technological work in the CDC. "I contact different companies to establish connections with the employer to inform them about our academic programs and invite them to recruit on campus. Nevertheless, companies would contact the center if they want to post job positions and ask for referral of jobs," said Watters. "I want to make sure the Career Management System (CMS), FOCUS II computerized career guidance system, the PictureTel system, and other technological equipment are working smoothly for students."

"The Career Development Center has a lot of potential to help students take advantage of their education and opportunities in order to highlight their success," said Watters. "The size of Behrend helps me to get to know students individually and personally." Watters's specialty is to work with juniors and graduating seniors in preparation for their career plans. He especially assists the seniors — he helps them to start their

WATTERS

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Computer Center seminars offered

by Hillary Hawranko
staff writer

The Penn State Behrend Computer Center offers various seminars for both faculty and students throughout the academic school year. The two main seminars that are offered during the second and third weeks of each semester are FrontPage web design and using Eudora e-mail. Students, as well as faculty, may learn the techniques and basics for creating a web page or the basic functions of the e-mail program offered on campus. Additional FrontPage seminars are also offered toward the end of each semester to accommodate students who are instructed to create web pages.

For students who are unable to attend the seminars at their scheduled times, free guides are available at the Computer Center in room H135. These informational packets guide students through programs such as Excel, PowerPoint, Access, FrontPage, Eudora Pro.

SEMINARS

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