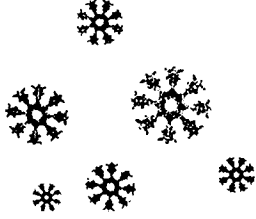
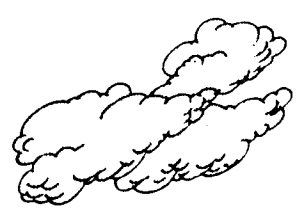
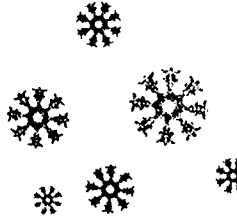


## WEEKEND WEATHER OUTLOOK

SATURDAY	SUNDAY	MONDAY
		
Snow High: 30° Low: 18°	Mostly Cloudy High: 35° Low: 22°	Snow High: 36° Low: 28°

## BEHREND BRIEFS

### Upcoming PSU King events

- \* Abington Campus: Monday - noon: Dr. Martin Luther King Jr. Day Celebration: speaker, dance and poetry reading, 108 Lares Building.
- \* Erie, the Behrend College: Monday - 7:15 a.m.: annual family breakfast for students, faculty and staff to symbolize a campus community united as one, Bruno's, Reed Union Building. Monday - 4 p.m.: Celebrating King's Legacy through the Arts: all classes encouraged to attend, highlighted by two dance ensembles from Cleveland School of the Arts, Erie Hall.
- \* McKeesport: Monday - 11 a.m. to 2 p.m.: Day of Service: student volunteers at the Greater Pittsburgh Food Bank.
- \* New Kensington: Wednesday - 12:30 p.m., "Martin's Story," African griot/storyteller Shindana Cooper Campus Theatre.
- \* Hazleton: Sunday - 2 p.m., Martin Luther King Jr. Essay Contest Award Ceremony, held in conjunction with the Hazleton Area School District and the Greater Hazleton Human Relations Coalition. Contest winners will read their essays or present their work, Slusser/Bayzick Building (Commons).
- \* Shenango: Monday - noon, Martin Luther King Day Event with guest speaker Rev. Charles Tyler, Sr., St. Luke's AME Church, New Castle; gospel group REAL 4 U from the Shenango Valley; and a candlelight vigil, Campus Auditorium.
- \* York: Saturday - 7 p.m., Jazz Vespers in honor of Dr. Martin Luther King, Jr., First Presbyterian Church of York, joint program of Penn State York and Abendmusik of York. Monday - Day of service: students volunteer at various organizations in York community. University Park: Monday- 11:30 a.m., Community Commemorative Bell Ringing Ceremony, Heritage Hall, HUB-Robeson Center. Contact: Lydia Abdullah, (814) 865-7641.

### Penn State alums on CBS

The creative talents of three Penn State alumni came together this week with the premiere of the new CBS drama "First Monday" at 9 p.m. on Tuesday. Co-creators of the new series are Donald Bellisario and Paul Levine. Charles Bierbauer will play the part of a news talk show host. Bellisario, who is also executive producer, earned a journalism degree from Penn State and received the Distinguished Alumni Award. Paul Levine served as editor in chief of the Daily Collegian before he graduated with a journalism degree in 1969. Bierbauer is a former real-life Supreme Court reporter for CNN, and has been honored by the University as both a Distinguished Alumnus and Alumni Fellow. "First Monday" revolves around the U.S. Supreme Court's nine justices and stars Joe Mantegna, James Garner and Charles Durning. The show settles into its regular time slot tonight at 9 p.m.

### Alliance scholarship formed

Alliance Plastics, a manufacturer of injection and custom plastic protection solutions, has pledged \$25,000 to create the Alliance Plastics Scholarship at Penn State Erie. This endowed scholarship will benefit students enrolled in the College's Plastics Engineering Technology program. Alliance Plastics was founded in 1968 and employs approximately 350 people in its 10 facilities.

## POLICE AND SAFETY REPORT

- 1/8/02 09:30 A motor vehicle accident occurred on Station Rd. An officer assisted with traffic until the fire police arrived.
- 1/11/02 20:00 The residents in 303 Almy Hall set off their smoke detector by burning something in the microwave oven.
- 1/11/02 22:00 Information was received about a large party at a fraternity house out of jurisdiction. The proper authorities were notified.
- 1/12/02 03:15 A complainant stopped a vehicle that traveled through his jurisdiction at the main entrance to campus. The occupants of the car, one of whom was cited for underage drinking, were Behrend students.
- 1/13/02 11:49 Nineteen vehicles in apartment lot east and one in apartment lot north were discovered with minor vandalism.
- 1/13/02 20:30 The duty RA reported smelling marijuana on the second floor of Perry Hall.
- 1/14/02 11:25 An ATV was reported driving over the bridge in Erie Hall lot heading west toward the gorge. The officer was unable to locate the ATV, which was a grizzly dark green 4x4 with two people on it wearing dark snow pants and dark jackets.
- 1/15/02 08:30 The front door of apartment 808 was reported blocked by snow.
- 1/16/02 20:15 A complainant reported the odor of marijuana on the second floor west of Perry Hall.

## CORRECTIONS

The Catholic Mass is located in the Smith Chapel, not in the McGarvey Commons as was previously stated. The Beacon apologizes for the error.

## CLASSIFIEDS

Auditions for Waldameer's 2002 Showtime Theater in musical, song and dance shows produced by Encore International. Cast: full-time, summer employees, minimum age 16. Auditions Feb. 8 at Rainbow Gardens 4 p.m.-8 p.m. Call Nancy at 474-5688 or email at waldameerp@aol.com.

## FOCAL POINT

### BROODING OVER HIS JOB

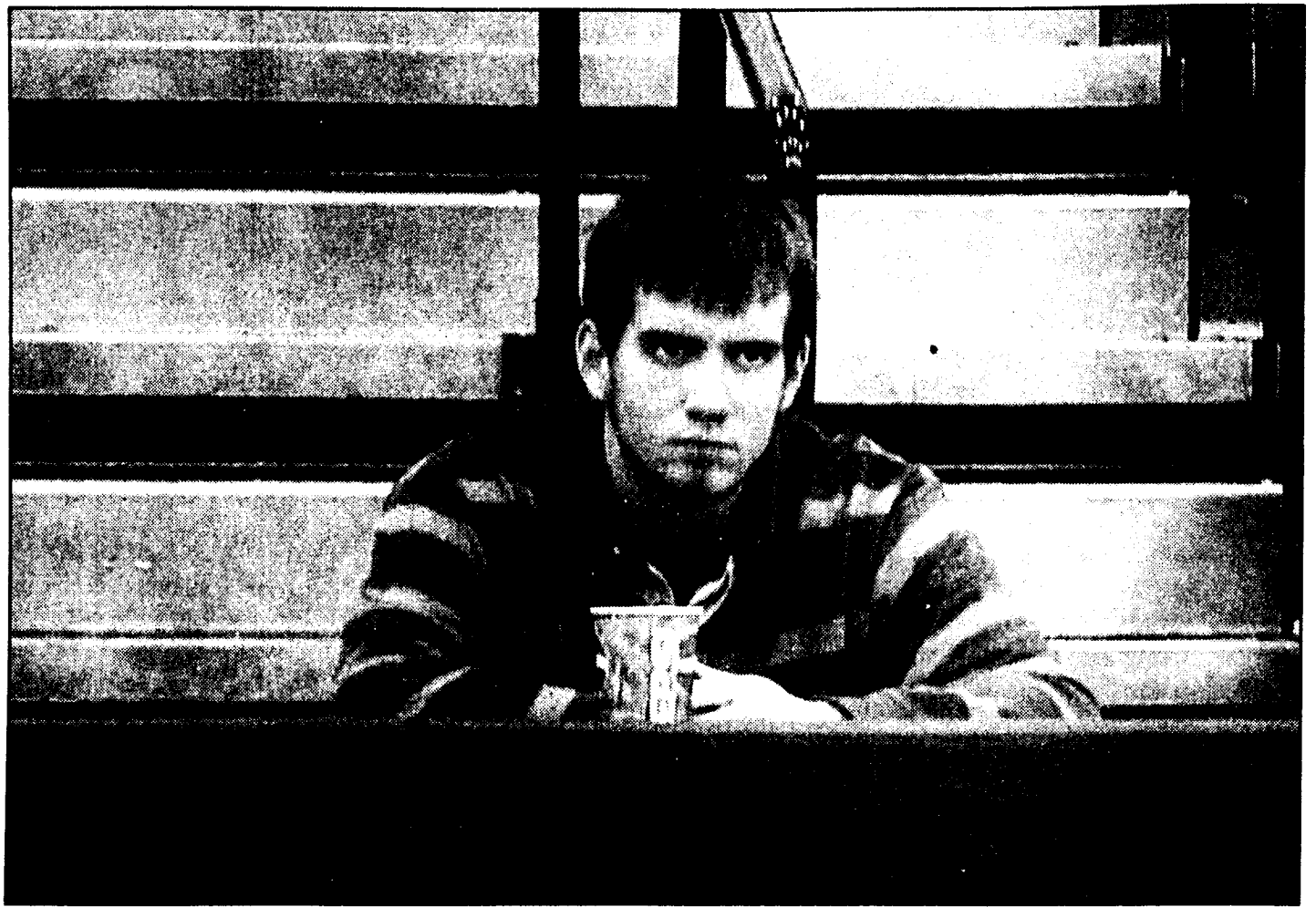


PHOTO BY JEFF HANKEY / BEHREND BEACON

Did someone just make a really bad shot, or did his Pepsi go flat and leave a bad taste in his mouth? Maybe it's just intense concentration on his job of keeping the shot clock that gives the impression that this student is not enjoying himself very much at this basketball game.

## Sophomore Business Bridge seminar exposes students to business major and career possibilities

by Erin McCarty  
news editor

On Feb. 2 and 3, sophomores who are considering pursuing a major in business will converge at the Bel-Aire Hotel for the second annual Sophomore Business Bridge.

"The Bridge has many purposes," said Jana Goodrich, instructor of management and marketing at Behrend and coordinator of the Bridge.

One purpose is to allow students to acquaint themselves with business faculty, who many of these students would not have encountered previously. Another is simply to serve as an introduction to the major, as many students declare their major without a proper understanding of what is involved. A third is to bring prospective students together so that they can begin to network with one another.

"One of our main goals," said Goodrich, "is to give a very clear idea of what to do with careers in each major area."

Students will spend a significant portion of the time with speakers from various levels of development in the world of business. Business professionals from all over the United States will talk to the students about their careers and the factors that led them to those careers, particularly their educational background and experience. Young alumni from Behrend's School of Business will discuss their business careers from the perspective of just getting started. They will talk about what courses, activities and organizations at Behrend prepared them most for their careers and give some tips about how to handle the interview process and choose internships.

The third group of speakers will be juniors and seniors currently majoring in business. They will advise students about such matters as what courses to take and in what order and

what to expect of certain professors. Not only will all of this increase students' knowledge, it may aid them in networking so that they will have contacts as they progress in the major.

"In our core business classes, we are going to learn about the same subject matter as other students here at Behrend and around the country," said Lisa Strobel, Management 06. "The Business Bridge allows us to go one step further by teaching us the other important skills — networking (the old fashioned kind — with other people), team building, business etiquette, and even dining etiquette."

Group activities focusing on the development of such skills make up the bulk of the remainder of the retreat. While they are fun and often lead to friendships, they also help to teach strategies for teamwork and leadership. Students will receive training in dining etiquette which they will have the opportunity to practice during the meals which are a part of the retreat.

"Many students have not had the opportunity to stay in an upscale hotel before," said Goodrich, noting that first-class accommodation will remain a staple of the retreat. During the free time that is worked into the schedule, students can take advantage of their luxurious surroundings, including the indoor pool. Students will also have the opportunity to be entertained by a comedy show put together by business faculty, staff, and friends.

"It's very important that students are more comfortable with the faculty early in their education," said Goodrich. They will have plenty of opportunity to interact throughout the course of the retreat.

"Not only did I get to meet other business students who I am now good friends with, but I also was able to see my professors in a different light," said Strobel. "It was great to talk to them about subject matters that didn't involve Economics, Marketing, or Management; I learned a lot about their lives and their families that weekend."

The retreat was so successful last year that it was presented at two national conferences of the American Assembly of Collegiate Schools of Business (AACSB) and is being used as an example for other business programs across the country. Any current sophomore who has not registered for the retreat but would like to attend must notify the School of Business today by calling the office at 898-6200 or stopping by the office, which is located in Turnbull. The registration fee of \$40 must be paid by Jan. 25.

"It's important for students to begin to plan an educational career with a major well-suited to their interests and skills," said Goodrich. "These students are investing a day and a half in this retreat, and they will reap the benefits for the rest of their lives."

## FROM FRONT PAGE

### SUGAR RAY

"Every Morning," and "Someday." The most recent Sugar Ray album is '01's "Sugar Ray," featuring the single "When It's Over." The Concert Committee said this event is important to the Behrend campus.

"Considering that Sugar Ray is a bigger act, this is going to test Behrend's ability to make a good impression," said Rodriguez. "Behrend has the ability to act professionally and work together to create a better campus atmosphere."

"This will get students involved in campus life, and perhaps interest them in joining the concert committee for the next concert. This will also give the general public an impression that Behrend has a great campus and will entice them to perhaps enter our campus."



PHOTO BY ROB WYNNIE / BEHREND

Management and marketing instructor Jana Goodrich coordinates the Sophomore Business Bridge, which takes place at the Bel Aire on Feb. 2 and 3.