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Search for new CEO and Dean continues New committee hopes to make appointment by July 2003

by Katie Hinman
staff writer

When one great person leaves, another great person must take his place. In the same way, someone must replace Dr. John Lilley, former Provost and Dean, who left Penn State Erie in June of 2001 after 21 years of serving Behrend.

Lilley is currently president of the University of Nevada, Reno. Dr. Jack Burke has been acting as Campus Executive Officer (CEO) and Dean for about one and a half years but has been

working at Behrend since 1981. However, a search for Lilley's replacement has been underway for some time.

Dr. Douglas Anderson, dean of the College of Communications, is the chair of the search committee. The committee is looking for a person who will be able to guide a college that is part of a multi-campus research and land grant university.

This person will also be accountable for the quality of academic programs in teaching, research, service, strategic

planning, budgeting, fund-raising, alumni, community and outreach relations, personnel issues, and the management of the physical plant operation.

There is an entirely new search committee, as well.

"The first search (conducted in 2001-02) uncovered a number of good candidates but the University is searching for a great candidate," said Burke. The University needs to find the perfect person for this very important job.

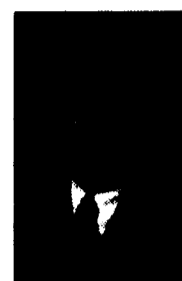
Acting as the CEO and Dean of Penn State Erie is not an easy task. "I am

extremely busy but learning a great deal," said Burke. "Faculty and staff have been very helpful and supportive during this transitional period. Behrend pride has continued to shine through."

Burke previously served as associate dean at the State University of New York's Empire State College. He has a master's degree

in geography from the State University of New York at Buffalo, and he also gained a certificate from Harvard University's Institute for Educational Management.

In early January, Burke expects interviews to take place in Pittsburgh for a new dean. The finalists will then be interviewed on campus in late January or early February. Hopefully, the future CEO and Dean of Behrend will be named no later than July 1, 2003 and will continue to help the university grow in the coming years.



Burke

The Beacon's holiday shop til you drop

Shopping facts, tips, gift ideas for students



Behrend students may be too old for Santa, but they're never too old for holiday gifts.

by Alyssa Peconi
and Jenna Dominick
staff writers

The holiday season is upon us once again. Thanksgiving has come and gone, and Christmas is just around the corner. With six fewer shopping days this year, consumers are frantically using their purchasing power many different ways.

The percentage of people buying from infomercials increased to 50 percent, up from 30 percent the previous year. The reasons for this increase were lack of availability from elsewhere, and also convenience.

Speaking of convenience, more and more people are shopping online now. Studies show that online sales are up from last year. The Friday after Thanksgiving is when sales skyrocketed. Dubbed "Black Friday," companies saw their accounting books go from red to black as consumers racked up \$231.5 million on Friday alone.

Online companies offer free shipping and orders can be placed later, guaranteeing of on-time delivery. Experts say that the peak of online shopping will be around Dec. 12-13, and orders will drop off around Dec. 19.

The Saturday before Christmas is supposedly the busiest shopping day of the year. However, in the three days following Turkey Day, the public spent \$272.1 million in stores nationwide. These numbers are up 67 percent from last year.

Experts are not sure as to whether or not consumers will spend more this holiday season. About one-third will spend less, but individual spending may increase as much as three to five percent, they predict. The average shopper will spend \$1,656, up from \$1,564 in 2001.

Following some guidelines can make the shopping experience less stressful for the gift-giver and more enjoyable for the receiver. First, make a list of people who will be receiving gifts.

Next, plan out possible ideas and also a spending budget. Keep in mind shipping charges for catalog and online purchases. Scout out stores and shop around; don't be afraid to go out of town for gifts. For example, check out the Prime Outlets in Grove City, and on the way, explore the town of Volant, near Grove City.

The list inevitably includes hard-to-shop-for people, from parents and grandparents, to friends and significant others. Some gift hints and tips to help make the shopping season brighter.

Parents and Grandparents

A themed gift basket is always appreciated. Bath supplies are needed and thoughtful, while a beverage basket is enjoyable, too. Put in some tea or coffee, a mug, and various flavorings, and voila, instant gift. Books are a classic idea; find out what the person is interested in, or a gift certificate is nice. Household items are useful, as a decorative pillow or throw or candles would be charming.

Another idea is a picture with frame. To make it more personal, have the frame engraved with a special message. Or encourage the receiver to take their own pictures with a new camera, such as the new FUJI Q1. IT comes in various colors and offers drop-in loading film and is about \$40.

Friends and Significant Others

Shop for a poster of their favorite actor or musician on allposters.com, or give the gift of a candy or flower assortment from 1-800-flowers.com. DVDs, movies, and CDs are also great, inexpensive gifts. In light of the cold weather, hats, gloves, and scarf sets are in order. For a college student, phone calling cards are a great stocking-stuffer, and PSU apparel spreads seasonal and school spirit. And to keep friends occupied, entertained, and up-to-date, give them a subscription to their favorite magazine.

SHOPPING

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Black Friday turns green with record profits

by Lauren Packer
staff writer

Discount shoppers took retailers by storm on Black Friday. Armed with circulars, bonus coupons, and two-way radios, holiday shoppers blew away the predictions of a sluggish start to the holiday shopping season.

A climbing jobless rate, tension with Iraq, decreased consumer spending, and the West Coast port shut down were not enough to keep consumers away.

The shoppers lined up outside discount stores to take advantage of the extremely low prices. Others lined up early to buy the must-have gifts of this season: Nintendo Game Boy Advance, DVD players, and Bratz dolls.

Discount retail giant Wal-Mart had a record-setting day, boasting \$1.43 billion nationally. That figure is up from \$1.25 billion last year. J.C. Penney & Co. also had record sales on Black Friday.

The National Retail Federation predicts a four percent rise in sales this holiday, down slightly from the 5.6 percent increase predicted last year.

inventory.

But what is it that makes Black Friday so effective, especially in this year's tough market?

According to CNN, the one thing that consumers want this shaky holiday season is bargain basement prices coupled with promotional giveaways.

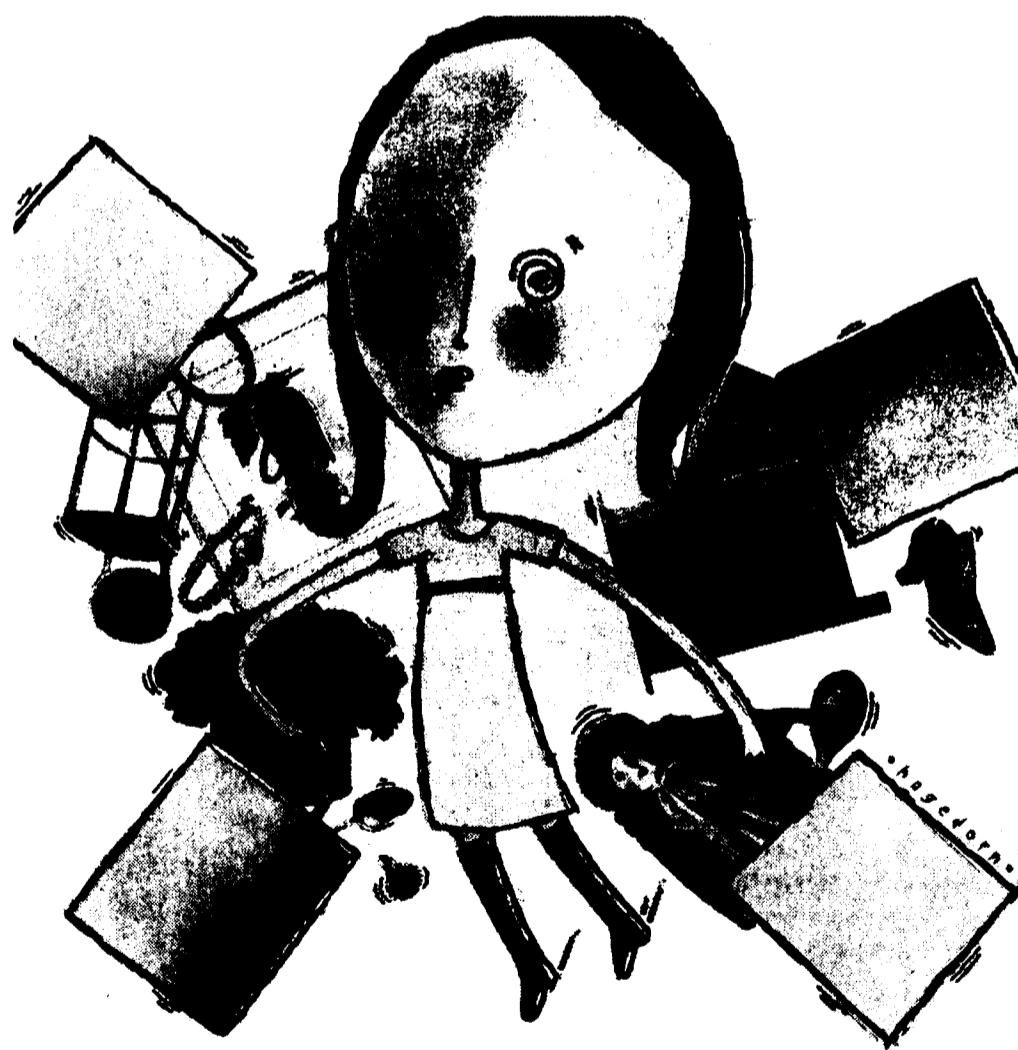
And so far, retailers have met the consumers' demands.

Wal-Mart advertised a 27-inch television for \$149. DVD players and other electronic devices had their prices cut in half to attract customers.

Retail clothing giant J.C. Penney opened at 6 a.m. with early-bird specials to draw customers from the discount shoppers of stores like Wal-Mart, Target, and Toys "R" Us. J.C. Penney was able to slash prices on all items in store, even offering 50 percent off all leather coats and jackets. The store threw in a free Mickey Mouse snow globe for customers who braved the early hours and chaotic atmosphere of Black Friday shopping.

The Bon-Ton offered 10-15 percent savings on sale prices and gave away \$15 to the first 300 customers.

But the good start to the holiday season doesn't necessarily mean it will stay strong. This shopping



Other analysts aren't so confident in the market or in consumer spending and predict a modest two percent increase in the holiday season.

The Friday after Thanksgiving is termed "Black Friday" because it is a day when retailers move out of red debt and into black profits in their accounting books. Retailers are hoping at least to break even this holiday season. The lack of trust in the market has hurt retailers already. Some stores have cut back on their stock merchandise in order to prevent having to lower prices drastically after Christmas to get rid of the leftover

season is six days shorter than last year thanks to a late Thanksgiving. Fear of a U.S. led war with Iraq has many consumers resting uneasy.

Black Friday isn't necessarily a good forecast of

FRIDAY

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