

Marketing club brings Schmitt to campus

by Justin Curry
news editor

The Behrend Marketing Club hosted Brad Schmitt, pre-sales representative for Pepsi, Co. Wednesday evening as part of its speaker series. Schmitt, a 2002 graduate of Behrend spoke on his life experiences and marketing principles for an hour in the Smith Chapel.

Schmitt, a native of Latrobe began his college career at Allegheny College in Meadville.

"I began as a communications major, and was just taking classes to get through them, with no real goals in life," Schmitt told students.

The summer after his sophomore year, Schmitt was approached by his father, who asked him what he wanted to do with his life.

"I had no clue," said Schmitt, "and that scared me."

After sitting with his father for a few hours, Schmitt decided to combine his two loves, talking and sports. His father

had a friend on the City of Johnstown's Council who helped him get an internship with the Johnnies, a minor league team in Johnstown. Following that internship, Schmitt began pursuing a career with sports marketing.

"I was going to winter baseball management meetings all over the country," said Schmitt. "Out of the 15 interviews I had, I received seven offers, in various places around the country."

The final offer came from the Erie SeaWolves. Schmitt chose this internship over the rest due to the fact he was still attending Allegheny.

"That semester was so hard," Schmitt said, "I would wake up at 5:30, go to practice, then to class, then drive to Erie. Normally, I wouldn't get home until midnight or one in the morning, and have to study still. I got about two hours of sleep a night."

His hectic schedule finally caught up with him, and at the end of the semester, Schmitt received a letter from Allegheny stating that he hadn't met the GPA

requirements to remain a student at the college.

"Not many people know that about me," said Schmitt, "it's not a part of my life I'm proud of."

His father, a Penn State graduate pushed him once more to return to school. That following fall, Schmitt began classes at Behrend, this time as a marketing major. He graduated two years later, and took a job with the Erie Otters, as director of marketing and special events.

Last month, his tenure at the Otters came to an end when he accepted a job with Pepsi Co. as a pre-sales representative. He now travels to various stores in the Erie and Corry areas and handles their Pepsi sales and advertising.

"I loved the majority of my jobs," said Schmitt, "but in this case, there is so much room for advancement. I plan on being with this company for a while."

He concluded his session with three major points. He stressed to the group the importance of setting goals, gaining

experience, and having networking skills.

"The only reason I've gotten the jobs I have is because my dad knew a guy, that knew a guy, that sometimes knew a guy, and so on," Schmitt commented while laughing.

He also sat and chatted with the students following his speech. Questions ranged from the importance of GPAs and extra curriculars to what he does when he and the Coca-Cola rep are in the store at the same time.

"I'm a nice guy," Schmitt joked, "I say hello to him and think in my head, Pepsi has 85 percent of the market in Erie, so he's no competition."

Following the session, the Marketing Club has cookies and cocoa in the Smith Chapel Living Room for those in attendance.

"We pursued Mr. Schmitt because we heard he was a really nice guy," said Marketing Club President Lindsay Walchack, MKTG 06, "plus the fact that he was a Behrend Marketing graduate

met a lot to us."

"The speaker was very informative and speakers are great ways to recruit members and generate publicity for our club," said Marketing Club Vice President Jaime Pysola, COMBA 06. "We just want everyone to know what we're about. You don't even need to be a marketing major to join, we also want to stress that."

The club's next event will be flower sales on Feb. 12 and 13 outside of Bruno's. Club members will be selling silk roses from 11 a.m. - 5p.m. on the days, and the proceeds are going to help with the costs associated with international conference being held in New Orleans.

"We are really excited to get an invitation to the conference," said Walchack, "this is only our second year in existence and we weren't expecting it at all."

E-mail account notifications invalid

by Ryan Russell
advertising manager

Computer viruses have been rearing their ugly heads again lately on the Penn State e-mail servers. Students have been dealing with them for quite some time, and the *Beacon* would like to make known the nature of the viruses and what students can do to avoid or get rid of them.

There have been two main viruses going around, both of which appear to use the "@psu.edu" end address. One e-mail tells you that your e-mail account is about to expire, and to open the attached file for more information. The attached file is a virus which should not be opened.

Another e-mail informs you that you have an outstanding bill that must be paid, and should open the attached file

for more information. This attachment, too, is a virus that should not be opened. If you get any e-mail from a "psu.edu" account that has an attachment on it, or appears to be from "billing@psu.edu," or "admin@psu.edu," you should not open it. In addition, this week there has been a new virus sweeping across the internet, called the "MyDoom" virus. It disguises itself in an e-mail, with the body of the e-mail usually

including what appears to be an error message, such as: The message cannot be represented in 7-bit ASCII encoding and has been sent as a binary attachment." There are several things you can do to help protect your computer from virus e-mails such as these ones.

Symantec AntiVirus is one of the best virus detection programs on the market today, and Penn State Behrend provides each student with a free copy at the beginning of the school year. The PAC-ITS CD, which is included in each student's Welcome package at the beginning of the year, contains this program. However, if you lost that CD, there are several other ways to acquire the Symantec program, for free, without paying the suggested retail price of \$49.99.

One way is to get a replacement CD with the software on it. There are two help desks on campus, one located in the Hammermill Computer Lab, and the other located in the Lilley Library Computer Lab. Both of these labs have the PAC-ITS CD available to students, and all that is required for a copy is your student ID card.

If you don't have time to go to either one of the help desks, there is a third option available to get your computer out of the sick bay. The PAC-ITS CD is available online by going to www.pac-its.psu.edu. Scroll down to your operating system, usually Windows or Macintosh, and click on the "Virus Detection" link. Follow the easy directions, download the Symantec program, and your computer will soon be virus-free.

And if you don't yet have the Symantec computer program, and a virus has already taken over your computer, there are people who can help. "Students should contact the

Residence Hall Network Help Desk, located in the bottom floor of the Reed Building," said Todd Say, lab coordinator. "Our staff is available Monday through Thursday, from 4 to 10 p.m. if you want to stop by in person, or call x6550 to make an appointment." A technician will come up to your room and guide you through the virus removal process, if you run into a problem or just don't want to make things worse than they already are.

If the virus on your computer has spread to the point where the hard drive needs erased, don't worry about taking your computer to the shop and paying hundreds of dollars to get it fixed.

Thanks to a new cooperative program, sponsored by both Housing and Food Services and the Computer Center, Penn State Behrend now offers what amounts to a "computer rebuilding service," according to Say. "If the virus is bad enough, students can bring their computer down to the Hammermill Computer Center. Our senior computer technician will wipe the hard drive clean, and re-install your operating system for you." They can even save certain files on your computer for you, and transfer them back once your hard drive has been cleaned. And once again, this service, along with all the other options listed in this article are free to all Penn State students and faculty members.

The best thing to do after initially cleaning your computers hard drive of viruses is to stay on your toes. Don't open any e-mail from unknown addresses. If you get an e-mail from a psu.edu address that doesn't belong to a friend or professor, the best thing to do is either let your virus detection software do the work, or call the Network Help Desk for more information.



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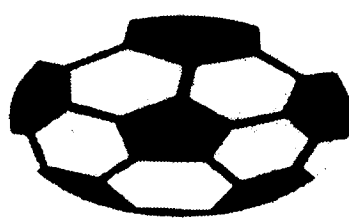
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University Faculty Senate
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