

STUDENT LIFE

Jackson tells of her success

By Kara Schmiemann
staff writer

A Behrend graduate success story in business. Jacqueline Jackson, a merchandise planner for Gap Inc., spoke to various Behrend students about her work life and how she came to be where she is now on Nov. 23.

Jackson stressed the importance of being able to prove you are better than anyone else for the job. She said that being able to hold a job and go to school proves to be helpful when on an interview. It is also appreciated if you are involved on campus as well and are able to positively recount your experiences the way Jackson had, in student government for example, during her years at Behrend.

"As a fellow business major, her drive and motivation was really encouraging for me and she opened my understanding to realize that being busy is really healthy," said Amanda Hovis, BLASC 10. "From her studies, campus activities and working off

campus, Ms. Jackson revealed just how much we can handle when we manage our time effectively."

"Jackie was always very active on campus and pointed out that she learned valuable lessons and gained relevant experience from everything she did," said Carrie Payne, assistant director/internship coordinator for the Career Development Center.

She explained that internships are of high importance in working toward your career goals. It was mentioned that having connections is always helpful and she had a connection from a member of student affairs who knew someone at the company, which led her to an internship for Gap Inc.

"I believe her best advice was to stay positive and persistent, be able to give examples of things you do that make you unique, be involved, and tell everyone you know what you're interested in and that you want an internship," said Payne.

Jackson told us that she had an interest in business in her early years. She felt as time went on that she was very much interested

in marketing. From there we learned how you can move up the ladder if you feel you are ready for a new position. Jackson could move forward to manager then director, etc. if she felt she was ready.

Jackson told Behrend students that her area of expertise in the company was for Gap underwear. Being a merchandise planner, Jackson is able to make the decisions. She decides what prices will be, when there will be markdowns and if items will be sent to Gap outlet, which is its own entity.

Jackson also discussed that your job can take you places and you have to be open to new opportunities in your field as well as where you live. She explained us how she had originated from New York City and had opted to relocate to California.

"I enjoy traveling as well and can appreciate her willingness to move for her career," said Hovis. "We all need to be willing to go wherever our dreams take us, to be greater contributors in life."

Ski and Board Club prepares for winter

By Kim McCray
staff writer

With the snow coming down, the Ski and Snowboard Club is getting ready to hit the slopes. The club is currently in the process of reinstating itself for students. They are doing the best they can to get as much school funding as possible to provide students with as many discounts as they can get them. The Ski and Snowboard Club plans to begin this spring semester.

"The Ski and Board is about having fun and meeting new people to ski and board with from around campus. It is a chance for students as well as faculty and staff to be able to enjoy our favorite sports," Jon-Marc LiVorio, secretary of the club said.

The club has already had two informational and recruitment meetings so far this semester to see if there would be any interest in the club. So far, many students and also some faculty members at Behrend have expressed interest in the club. Both meetings had attendances ranging from 40-50 people each. The club proudly considers every person who has attended either of the meetings to be a member, if they wish to be.

In January the club will hold two more meetings to facilitate due collec-

tion and to have an official member sign up. The first meeting is scheduled for January 12 at 9 p.m. in Reed Union Building room 117. At this meeting sign up sheets will be passed out, dues will begin to be collected, and the benefits of the club such as trips and possible events will be announced.

The second meeting will be held on Jan. 19 at 9 p.m. in Reed Union Building room 114, again to collect dues, sign up members, and collect money for the first planned trip. Anyone who has not yet attended a meeting and is interested is encouraged to attend the meetings.

The plans for the club are not official, but their goal is to be able to provide students with weekly or bi-weekly trips to the Holiday Valley ski resort. They hope to achieve this at a minimum charge, or hopefully free, for transportation. The club would also like to provide the members with discounts on lift tickets, but they are still looking into the possibility of this.

The plans for the Ski and Snowboard Club are not set in stone yet, but they are in the works and are awaiting SAF funding, which is to be decided Dec. 8. Those interested or who have questions can email LiVorio at jul156@psu.edu or Matt Baker, president of the club, at mlb5000@psu.edu.

Black Friday kicks off holiday shopping

By Samantha Baldensperger
staff writer

Black Friday is a name synonymous with the day after Thanksgiving. Enthusiastic shoppers stand in long lines at all hours of the morning trying to get their hands on that hot new "it" toy of the season. A day when people spend hundreds of dollars before the sun even comes up.

These lines were not just filled with parents and grandparents, right in the mix were eager college students. Many college students braved the cold and the crowds to get gifts for loved ones. Even though sometimes when they finally got to the product it was either sold out or had very little selection to choose from.

First year student Emily Hannah said "The line at the cash register in Old Navy was lined up clear back to the fitting rooms."

One student commented about the state of the Millcreek Mall "It was like a cow being herded thru the stores...a person with social anxiety's worst nightmare."

First semester freshman Nick Goss stated that

"I think shopping on Black Friday is stupid because it's made out like a 'shopping sale' holiday on it's own, even though from that day on the sales are still going."

Its definitely no secret that college students are not the richest people on earth. This is even more prevalent during the holiday season. On top of trying to buy gifts, they are also faced with having to try and buy books for the semester they will be beginning when they return from break.

Elizabeth Cybulski said that since her birthday is so close to Christmas "I'm using the money I got for my birthday to buy people Christmas gifts." Not all students are so fortunate though.

Also online shopping saw an increase in sales on Black Friday. Consumers spent over \$250 million online, a 41 percent increase over last year. Some of the most popular items to buy online were appliances, computers, and other electronic items.

First year student Lauren Kessler said, "Yeah, I would shop on the internet...it is convenient."

Other students felt this way also when asked. Many of them either have a credit card or debit card and due to the location of the school sometimes it's easier to type a couple numbers in and have gifts brought to them to give.

Another thing that could be a problem this season is that college may be the first time people have a credit card at their disposal. It is feared that students may get in over their head in debt during the holidays.

Tanya Doggwiler a first year student said, "I will be using a credit card because I am a college student and I don't always have cash on me and sometimes my parents will give me money for my credit card."

The Conference Board, a business research and analysis organization predicts that total sales will rise 4.5 percent this holiday season. For the average house hold that is about \$476 up from last years \$455. All together the National Retail Federation trade group expects that Americans will spend a total of \$220 billion on holiday gifts.

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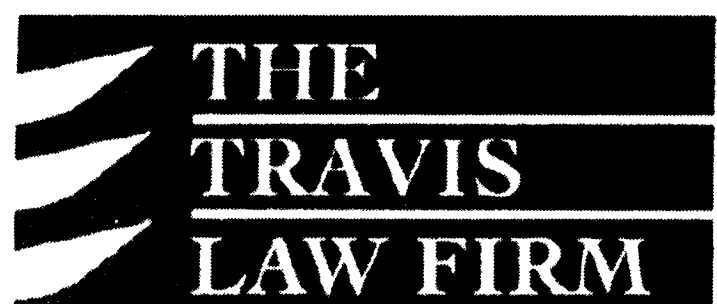
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