

The Daily Collegian

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Published independently by students at Penn State

Vol. 111 No. 21

Friday, July 30, 2010

30 cents off campus

Game day parking rates to rise

By Casey McDermott
COLLEGIAN STAFF WRITER

Penn State officials hope increasing parking fees at Beaver Stadium will make life easier for tailgaters, but some football fans say it's just another expense that makes it more difficult to keep their traditional game day routines.

Parking passes bought on game day will now cost twice as much as they did in 2009 — \$40 for cars, \$80 for RVs and \$120 for buses,

Associate Athletic Director Greg Myford said.

Single-game advance passes for RV drivers doubled to \$40, an increase from the \$20 price in 2009.

Myford said the increases reflect the size of an RV, which takes up four car spaces that cost \$10 a piece.

The Day of Game change isn't an effort to generate additional revenue, Myford said. In fact, he said, there's a possibility of no revenue increase for the Athletic

The new rates

Car/SUV: \$40 in 2010, \$20 in 2009

RV: \$80 in 2010, \$80 2009

Bus: \$120 in 2010, \$60 in 2009

Source: PSU Athletic Office

Department if more people choose the cheaper option and purchase their passes ahead of time.

"The best-case scenario for us is that we don't realize any additional revenue," Myford said.

"We realize a benefit in how we're able to move fans in off the roads and in off the parking lot with a smoother operation."

Deputy Director of Penn State Police Tyrone Parham helps direct the thousands of cars that flock to Penn State parking lots at home games. Advance permits make a big difference when it



Collegian file photo
Penn State tailgaters enjoy food outside their stationed trailer.

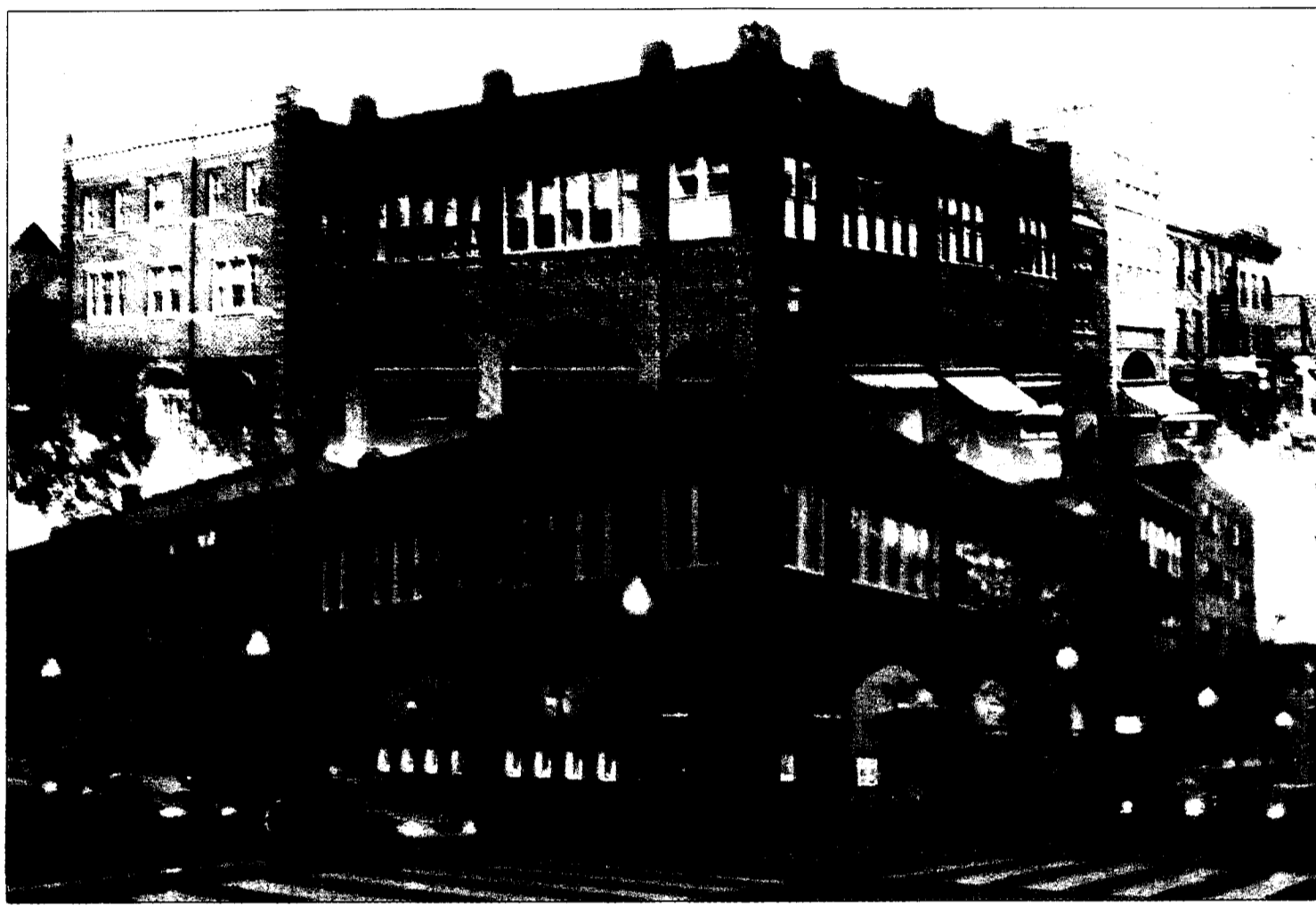


Photo illustration by Heather Schmetzler/Collegian

Shops tell tale of downtown changes

By Megan Rogers
COLLEGIAN STAFF WRITER

The future of downtown State College has some local business owners concerned about the viability and staying power of "mom-and-pop" shops.

Some say more chain stores have set up shop in State College in recent years.

And they worry it will be at the expense of locally owned venues.

Chain Store Invasion

Abercrombie. Chili's. Starbucks. Panera Bread.

When students first come to Penn State, they might see some names familiar from their hometown mall or shopping center.

And State College locals say they are seeing the same trend.

State College Mayor Elizabeth Goreham said she has seen more chain stores come to the downtown area in recent years.

Some local business owners agree that chain stores are working their way into the permanent downtown structure — but that's because local patrons are not giving enough support to local business.

Smaller businesses are having trouble competing with chain brands, particularly in terms of advertising, local business owner Doug Kifolo said. Kifolo, owner of Happy Valley Freez, 234 E. College Ave, said locals are not

giving the "mom and pop" shops enough attention.

As Webster's Bookstore Café, 128 S. Allen St., faces closing, Kifolo said he has seen an outpouring of support for the local business.

But he wants to know where the support for local businesses is at other times.

"All these people who are writing letters to the editor saying we need to support local businesses, See SHOPS, Page 2.



Amanda August/Collegian

The Wiernmobile stopped by Penn State last year.

Students drive hot dog car across nation

By Megan Rogers
COLLEGIAN STAFF WRITER

When Penn State graduates Kylie Nellis and Tera Zeishauer drive on the highway in their current vehicle, they get plenty of honks, cheers and photo requests.

That's because Nellis and Zeishauer, both Class of 2010, are Oscar Mayer Hotdoggers. As hotdoggers, they're touring the country in the Wiernmobile for a year, handing out stickers, coupons and hot dog whistles.

This year, three Penn State graduates were selected out of more than 1,000 applicants for the job.

But they're not the first.

Penn State graduate Mary Kate DeCoursey, Class of 2009, said the year she spent cruising through 28 states in the Wiernmobile was one of the best experiences in her life.

All three women said there's nothing better than making a person's day simply by showing up in the Wiernmobile.

See WIERNMOBILE, Page 2.

Dance group gives local kids tryouts

By Kathleen Loughran
COLLEGIAN STAFF WRITER

It's the chance of a lifetime.

At 10 a.m. on Aug. 7 in Eisenhower Auditorium, children ages nine to 12 will have the opportunity to audition to be a part of a performance by RIOULT, a New York City-based modern dance company.

The company features the choreography of Pascal Rioult, who once performed with the legendary Martha Graham Dance Company.

From the audition, 12 children will be selected to perform with the company in its performance of "Small Steps, Tiny Revolutions," said Amy Vashaw, Center for the Performing Arts audience and program development director.

"[The performance] is essentially



Courtesy of Center for Performing Arts

Performers act a scene from RIOULT.

about a boy who sort of escapes his reality into his own creative, imaginary world where it is a safe place for him to dance See RIOULT, Page 2.

DJs mashup fun, variety in the club

Series note: This is the last in a four-part series about party-related jobs.

By Megan Rogers
COLLEGIAN STAFF WRITER

Fall on the dance floor, and they see. Bust out your Jane Fonda moves, and they're watching. Go crazy for the song blasting through the speakers, and they're ecstatic.

They're local DJs and they say they wouldn't trade their bird's-eye view of the party on the dance floor for anything.



"It's a drug. I'm addicted to it," Penn State student and DJ Rahim Blocker said. "I'd do an event for free. I just love spinnin'."

The experience is even more of a lure than the money, he said.

Blocker is about to take on a regular DJ position at the Lion's Den, See DJs, Page 2.



Courtesy of Aristides Nova

Washington D.C.-based DJ Super Nova mixes some music at a club.

CATA to increase revenue Buses will raise prices

By Nathan Pipenberg
COLLEGIAN STAFF WRITER

Students who take the bus for trips around town and off-campus will soon find themselves scrambling to find another quarter in their pockets.

On Sunday, the price for a one-way ride on CATA buses will increase from \$1.25 to \$1.50 to offset rising costs.

Centre Area Transportation Authority (CATA) Marketing Manager Jacqueline Sheader said most Penn State students purchase bus passes through their apartment complexes rather than directly from CATA.

These prices may also increase, but are usually attached to the price of an apartment lease, CATA Board of Directors Chairman John Szychalski said at an April public hearing concerning the fare increase.

Fares for monthly, semester and yearlong passes will also increase, as will fares for the taxi-like service called CATARIDE.

CATARIDE fares will rise from \$1.50 to \$2.00 for senior citizens and from \$2.50 to \$3.00 for disabled passengers.

Members of the general public will see fares jump from \$10 to \$13.35 per one-way trip.

The increase is the first hike in bus fares in eight years, CATA General Manager Hugh Mose said.

At the April meeting there was little public input, either positive or negative. No students were in attendance, and only two community members spoke.

In the months following the meeting, the fare increase was approved as part of the yearly budget process.

In May, Mose presented the budget to all nine local municipalities that CATA serves.

Mose said he received generally positive feedback from the municipalities. Funding from municipalities increased five percent overall, Mose said.

Though the municipalities provide only a small amount of funding, Szychalski said federal and state funding only increases when local funding does as well.

Before the local increase, Mose said local funding amounts to about \$340,000, while federal and state allocations reach nearly \$6 million. This year's increase should provide \$17,000 in additional local funding, Mose said.

To e-mail reporter: ndp5045@psu.edu