#### 2 | WEDNESDAY, OCT. 6, 2010

# LOCAL & STATE

#### NEWS IN BRIEF

#### Obama returns to Pa. for rally in Philadelphia

HARRISBURG - President Barack Obama will headline a rally in Philadelphia this weekend that's open to the public as he tries to invigorate Democratic voters ahead of two crucial statewide races.

Obama will be joined Sunday by U.S. Senate candidate Joe Sestak and gubernatorial candidate Dan Onorato. The rally is at a park next to Robert Fulton Elementary School in the city's Germantown section.

Democratic organizers say it's Obama's first public political event in Pennsylvania since he's been in office.

Obama was in Philadelphia twice in the past month, once to appear at a private fundraiser for U.S. Senate candidate Joe Sestak and once to deliver an annual back-to-school presidential pep talk. Philadelphia is a friendly environment for Obama, with four in five voters there registered as Democrats. The election is Nov. 2.

#### Philly measure would keep church bells ringing

PHILADELPHIA --- The Philadelphia City Council is considering a measure that would keep church bells ringing in the city.

A measure to be taken up Thursday by the full council would exempt churches and schools from Philadelphia's noise ordinance. Currently, there are only exemptions for aircraft, trains and licensed fireworks displays.

Last month, the city Department of Health threatened fines against St. John the Baptist Roman Catholic Church in Manayunk, where the bell rings at 7 a.m. daily including the 18 chimes of the Roman Catholic call to prayer.

#### Jury seated in officer vehicular homicide trial

YORK — A prosecutor says a central Pennsylvania woman charged in the traffic death of a police officer committed "the trifecta of death" - but her attorney says the police department failed to protect the officer.

Thirty-nine-year-old Joanna Seibert of Dillsburg is charged with homicide by vehicle and tampering with evidence in the October 2008 crash that killed Northern York Regional Police Officer David Tome.

ON THE MENU

#### Lunch

Findlay, Pollock, Redifer and Warnock: Hot and sour soup, mushroom barley soup, Asian BBQ pork sandwich, Asian stir-fry, Shanghai chicken, sticky rice, vegetable egg roll, vegetable lo mein, chocolate chip cookie, mini pumpkin whoopie pie, raspberry gelatin, sliced peaches, whipped topping

Simmons: Ham and bean soup, baked tomato basil tofu, chicken Caesar salad, chicken Caesar wrap, baked four cheese whole wheat penne, Edamame fried rice, turkey burger, vegetarian garden burger, broccoli with caramelized onions and pine nuts, brown rice and grain pilaf, cous cous, tuscano, ginger glazed sugar snap peas, roasted roma tomatoes, sweet potato wedges, whole baby carrots, fresh baked chocolate chip cookie

Waring: Hot and sour soup, lunch roll basket, soup of the day, oriental chicken salad, grilled chicken cosmo not, feature grilled chicken sandwich, grilled chicken breast, kyoto blend, quarter pound cheeseburger, quarter pound hamburger, sauteed zucchini, Shanghai chicken, shoestring fries, sticky rice, pork fried rice, chocolate no bake cookie, fresh baked chocolate chip cookie, mini pumpkin whoopie pie, raspberry gelatin, sliced peaches, whipped topping, cheddar cheese sauce, chili dog sauce, feature hot dog, hot dog, sauerkraut, sauteed mushrooms, sauteed onions

#### Dinner

Findlay, Pollock, Redifer and Warnock: Hot and sour soup, mushroom barley soup, cajun backed tilapia, chicken marsala, grilled chicken breast, king crab legs, penne pasta with roasted tomato sauce, romano cheese, antigua blend, sauteed zucchini, whipped sweet potatoes, blueberry topping, chocolate sauce, fruit cup, maple flavored syrup, strawberry sauce, toast-

Extended forecast Weather: Today: High 56  $\lim_{k_1 \in \{k_1, k_2\}}$  Tonight: Low 44  $\lim_{k_2 \in \{k_1, k_2\}}$  Tomorrow: High 64  $\lim_{k_2 \in \{k_1, k_2\}}$ weatherservice.com Courtesy of Campus Weather Service \$ . <sup>\$</sup> \$ \$ \$ \$

# First emcees get ready to walk

**By Megan Rogers COLLEGIAN STAFF WRITER** 

During her stint as Homecoming emcee, Heidi Kloster hopes to fulfill one of her longtime Penn State goals: Meet Joe Paterno.

But while she's waiting to stumble upon the legendary coach at one of the many Homecoming events, Kloster (junior-broadcast journalism and theater) will bide her time entertaining the Homecoming crowd.

Kloster and Elias Warren were voted by their peers to become the first-ever official emcees of Homecoming, Public Relations Director Caitlin Rush said.

Candidates auditioned for the title of emcee by being filmed reading last year's parade script. Of the 10 people who tried out, the top eight videos were posted online for students to vote for their favorites, Rush (junior-marketing and public relations) said.

As emcees, Warren and Kloster will host events like the parade and pep rally, Rush said.

Students can expect their emcees

"I'm looking forward to the pep rally the most because it's when the alumni come back, the band plays and the lion is there."

"There's no immediate desire to move away from

ANGEL. It would be the least disruptive way with

about 86,000 students using it right now."

**Heidi Kloster** Homecoming emcee

to be energetic and fun, Warren immediately following the parade in (freshman-business management) said. It's his first Penn State Homecoming and he said he knows he'll enjoy the close-up view as emcee.

"That new energy is something that I'm excited for," Warren said. The Smeal College of Business

representative for the University Park Undergraduate Association, Warren said he can guarantee audience members a "show."

Kloster, a co-host for the PSN Afterhours show, said audience members should expect the usual corny jokes required of emcees.

But they'll be the good kind, she said.

Both emcees said they're most pumped for Friday's pep rally, one of the culminating events that begins

Rec Hall. "I'm looking forward to the pep

rally the most because it's when the alumni come back, the band plays and the lion is there," Kloster said.

Rush said Warren and Kloster both have performing experience and are a good fit for the roles.

The pair will make a good team because both have theater experience and Kloster's stage presence will balance out Warren's goofiness, Rush said.

After struggling to find official emcees in year's past, the executive committee decided to put the task back in the hands of the students," Rush said.

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Terry O'Heron

ANGEL program manager

# ANGEL

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ducted at the end of the month with students and faculty.

Participants will pilot and assess the open source web application Moodle and Learning Management System's Desire2Learn program.

ITS will also look into open source content management system Zacky as an alternative. Robinson said the university will look out for the best interests of its students in choosing a new application.

"We're always evaluating what's the best option. We were fine-tuning and tweaking ANGEL even before Blackboard made its purchase,' Robinson said.

Some students said they're unhappy they won't be able to use an ANGEL subsitute before graduating. Dave DeFelice said he dislikes

Talent show

Lion Ambassador's win.

sors use it differently. "It's disappointing," DeFelice (sophomore-science and business) said.

DeFelice had his own idea for how to improve the course management system.

"It'd be nice to have a better, more comprehensive program that professors will always use in a uniform manner so that students have a more centralized way of keeping track of assignments," he said.

O'Heron said Blackboard's own course management system, integrating the best qualities of ANGEL,

who attended the event in support of his fraternity Zeta Beta Tau, agreed that the Lion Ambassadors deserved their first place position. well-choreo-

"It was really petition, but she approved of the graphed," he said. "They were so creative and fun."

Nicole Foley (sophomore-criminal justice), who came to support Sigma Nu and Gamma Sigma Sigma, agreed.

"They were nuts," she said.

ANGEL because all of his profes- would also be tested with focus groups next semester. Still, Penn State may choose to continue using independently ANGEL of Blackboard following the contract's expiration date, O'Heron said.

"There's no immediate desire to move away from ANGEL. It would be the least disruptive way with about 86,000 students using it right now." O'Heron said.

O'Heron said cost-benefit analysis tests would be considered in addition to survey results in the university's final decision.

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While the judges were tallying the score, the Homecoming Court led the audience in singing "Penn State Forever."

Students attending the event could write their organization's name on the back of their ticket to get spirit points for their organization.

ed pecans, waffles, whipped topping, whole maraschino cherry

Simmons: Garlic roasted pork loin with red pepper coulis, garlic shrimp stir fry, grilled chicken breast, grilled vegetable burrito, broccoli with caramelized onions and pine nuts, brown rice and grain pilaf, cous cous, tuscano, ginger glazed sugar snap peas, roasted roma tomatoes, sweet potato wedges, whole baby carrots, fresh baked chocolate chip cookie

Waring: Assorted specialty breads, hot and sour soup, soup of the day, Oriental chicken salad, antigua blend beef gravy, cajun baked tilapia, feature grilled chicken sandwich breast, sauteed zucchini, shepherd's pie, wild rice, fruit cup, manager's choice.



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# Homecoming

Santure (junior-public relations)

said. "Their theme and outfits were

Ian Weissman (junior-history),

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hilarious."

From Page 1.

organizations performed. Different pictures from past homecoming celebrations lined the tables and blue paw prints adorned the walls.

And students coming out of the rain got to enjoy free popcorn and cotton candy as well as an opportunity to buy Homecoming apparel, which Merchandise Captain Lauren Frank said sold fast throughout the

day. "We're getting a lot of business generated by the celebration," Frank (junior-kinesiology) said.

Homecoming Public Relations Director Caitlin Rush said the celebration is one of the week's most exciting events.

Rush said one of the biggest things of Penn State is tradition and that is what the celebration highlights.

they come in a variety of shapes and

sizes, and few skateboarders know

anything about them. Overall, it's

simply not profitable to stock bush-

ings despite the rare instance when

a customer asks for one, Pfeifer

But the primary way Skate Penn

turns a profit is through the sale of

apparel. Pfeifer said 90 percent of

the people sporting a shirt with a

skating logo only buy the clothing

from his shop, rather than the equip-

And though the store is only four

years old, Skate Penn's relocation

last year left Pfeifer and his staff

without the biggest draw their old

location offered — a mini-ramp in

a new space where the tiny skate

park can again be a fixture of the

Pfeifer said he's happy with how

the store is doing now, but he can't

ignore the way some customers

take advantage of his business for

our tools," he said, "but they bought

a board we carry from an online

Other businesses deal with the

same problem as Pfeifer, but find dif-

"They want to come in and borrow

He said he's still on the lookout for

**Business** 

From Page 1.

said.

ment itself.

store.

the back of the store.

their own self-purpose.

store instead."

ferent solutions.

"Obviously some things have changed, but the values and pride for Penn State have been constant through it all."

#### **Caitlin Rush**

Homecoming public relations director

"It's cool for current students to think back and see what it was like when alumni were here," Rush (junior-marketing and public relations) said. "Obviously some things have changed, but the values and pride for Penn State have been constant through it all."

Among the different stations students could stop by, there was a table to vote for the Homecoming king and queen — which Susie Della Rocca said had been a popular stop during the day.

"Lots of people have been filing in and they seem like they didn't really know what was going on," Rocca

(senior-hotel, restaurant and institutional management) said. "But then they see the cardboard cutouts of the Homecoming court and come over and vote."

Rocca said a Homecoming court member's mother even asked her if she could take the life-size cutout when the celebration was over.

The HUB-goers also got a performance by Penn State President Graham Spanier. Performing magic tricks with a card deck, Spanier brought bystanders up to participate.

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### in 2005.

And while this growth may be attributed to savvy business skills, he said it is the bike industry's immunity from online competition that has protected his establishment

Bike manufacturers only supply their products to authorized dealers, he said. As a result, a frugal customer might look for a lower price online, but probably won't have much Amazon.com, or even bicycle superstore Nashbar.com.

A quick glance over Nashbar.com proves Scott is right. The store's offering of bicycles is devoid of popular brands like Trek, Giant and Cannondale.

But online bike stores do offer a complete supply of most other goods, including helmets and jerseys. Local stores are forced to strategize in order to keep customers coming back.

Freeze Thaw Cycles has made its name by selling used bikes just as frequently as new bikes off the rack. As a result, Drayton and co-owner Justin Wagner have devoted their time to enhancing service rather than lowering prices.

"We never do price matching," Drayton said, meaning that he sticks to suggested retail prices that websites like Amazon.com usually undercut.

With stores doing what they can to Erik Scott, owner of State steer customers away from the every day in here," Drayton said. College's oldest bike store, The lower prices found on the Internet. Bicycle Shop, said his store has community officials have also

grown every year since he took over weighed in on the subject.

As executive director of the College Downtown State District, Jody Improvement Alessandrine attempts to recruit and retain downtown business.

One method of accomplishing this is by using what Penn State professor Tulay Girard calls "atmospherics" --- taking advantage of the physical storefront that an online store lacks.

Alessandrine is involved in creatluck on sites like ing State College's downtown image one he said attracts a certain kind of customer.

'It should be like staying at a bed and breakfast instead of a national chain hotel," he said.

But Alessandrine also said the best way for a local store to fight back against online retailers is to join them.

"We're basically a tourist town on football weekends," he said. "But if they don't want to buy something that day, it's really beneficial to have a viable website as a downtown store.

Owners of Skate Penn and the two bike shops said they currently do not have extensive websites, and none of the businesses indicated plans to further develop that aspect of their business.

Store owners may be hesitant to branch out into e-commerce, but the threat of the online retailer will continue to loom large.

"It's something we deal with

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