

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.

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.

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.

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

Dinner
Findlay, Pollock, Redifer and Warnock: Hot and sour soup, mushroom barley soup, cajun baked tilapia, chicken marsala, grilled chicken breast, king crab legs, penne pasta with roasted tomato sauce, romano cheese, antiqua blend, sauteed zucchini, whipped sweet potatoes, blueberry topping, chocolate sauce, fruit cup, maple flavored syrup, strawberry sauce, toasted pecans, waffles, whipped topping, whole maraschino cherry

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Weather: Today: High 56, Tonight: Low 44, Tomorrow: High 64
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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.

"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."

Heidi Kloster
Homecoming emcee

to be energetic and fun, Warren (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.
"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."

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 Zacks as an alternative. Robinson said the university will look out for the best interests of its students in choosing a new application.

"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."

Terry O'Heron
ANGEL program manager

ANGEL because all of his professors 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.

Talent show

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petition, but she approved of the Lion Ambassador's win.
"They were so creative and fun," Santure (junior-public relations) said. "Their theme and outfits were hilarious."
Ian Weissman (junior-history),

who attended the event in support of his fraternity Zeta Beta Tau, agreed that the Lion Ambassadors deserved their first place position.
"It was really well-choreographed," he said.
Nicole Foley (sophomore-criminal justice), who came to support Sigma Nu and Gamma Sigma Sigma, agreed.
"They were nuts," she said.

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Homecoming

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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.

"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

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Business

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they come in a variety of shapes and sizes, and few skateboarders know anything about them. Overall, it's simply not profitable to stock bushings despite the rare instance when a customer asks for one, Pfeifer said.
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 equipment itself.
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 the back of the store.
He said he's still on the lookout for a new space where the tiny skate park can again be a fixture of the store.
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 their own self-purpose.
"They want to come in and borrow our tools," he said, "but they bought a board we carry from an online store instead."

grown every year since he took over 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 luck on sites like 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 steer customers away from the lower prices found on the Internet, community officials have also weighed in on the subject.
As executive director of the Downtown State College Improvement District, Jody Alessandrino 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.
Alessandrino is involved in creating 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 Alessandrino 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 every day in here," Drayton said.

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