By Kathleen Loughran

COLLEGIAN STAFF WRITER

University

Undergraduate Association plans

Park



Binz (graduate-chemical engi-

neering) said the system is a

cheaper and more user-friendly

alternative to the SMART and

Pritz (senior-biological engi-

neering) said Demo Day was the

first time they had advertised

their product and received posi-

Innoblue adviser and Professor

and Executive in Residence

James Gardner said Innoblue

has made "very rapid, rapid

progress" thanks to it's two force-

idea... that could do something

that Penn State has been missing

Innoblue hopes to expand its

organization and open an office in

downtown State College to make

its resources more easily avail-

The organization currently

consults with five business ven-

tures in State College and has

already received 10 applications

Castro (junior-finance and eco-

Innoblue hosted the event with

the Lion Launch Pad — a non-

profit State College program to

help students start their own

businesses — and the Penn State

Humanitarian Engineering and

Social Entrepreneurship initia-

To e-mail reporter: maw5438@psu.edu

"[Innoblue] is the kind of

ful and disciplined founders.

for some time," he said.

sultant Juan Castro said.

tive feedback from investors.

David Hartmann (senior-finance) speaks to students and investors at the Entreprenuer Showcase by Innoblue at Beaver Stadium.

Demo Day hosts local businesses

By Micah Wintner COLLEGIAN STAFF WRITER

Penn State Demo Day 2010 gave local business ventures an Promethean boards. opportunity to present their ideas to faculty and potential investors.

Demo Day was hosted Wednesday night in Beaver Stadium's recruitment lounge by Innoblue, an organization that "envisions a community transformed by entrepreneurship. according to their website.

Innoblue's two Penn State student founders, David Adewumi (senior-Spanish) and Tornetta, made opening remarks.

"The passion for starting and launching things is very much alive in the Penn State community," Tornetta (junior-chemistry) said.

Each business venture had 10 minutes to present their ideas able to students, Innoblue conand attract investors' attention. Ideas ranged from electrically propelled bicycles that get 1,000 mpg to a computer-based telemedicine systems.

Paul McNamee presented his for their services in the spring. ideas for a new website to help Penn State students find off-cam- nomics) said. pus housing after calling the current sites a "mess.

"People won't have to walk around downtown looking at every single apartment and every single realtor," McNamee (juniorindustrial engineering) said.

Jason Binz and Robin Pritz tive. showcased their product, the "Wall Buddy System."

organizations can use purchasing cards, student body president Christian Ragland. "It's not fair that [the money] is

The

coming out of the [organiza-tions's] pockets," said Ragland (senior-political science).

said the details are still being worked out for the pilot program set to run this spring. The idea is that we're trying to

es without students having to use Development their own credit cards." she said. Ragland said the idea for the

purchasing cards originated from the Commonwealth campuses cards in place. He added that he have to give a presentation about

is happy to see another part of his platform on which he ran come to fruition. UPUA Director of Commonwealth Campus Outreach Nick Coleman said he is to initiate a trial run this spring so pleased to be moving forward with establishing a trial program

UPUA to initiate trial program

for the cards. "I think it's a big step in the right direction," Coleman (junior-health policy and administration)

senior-political science). During Wednesday's night UPUA Adviser Mary Edgington meeting, UPUA members also passed Resolution 19-05: Legal Affairs Audit with a vote of 36-0-1.

The resolution is a result of recent activity in the Department find solutions for online purchas- of Legal Affairs, Internal Committee Chairwoman Kelly Terefenko said. According to the resolution, the Director of Internal Affairs with help from the internal develthat already have purchasing opment committee - will now

"It's a big step in the right direction."

> **Nick Coleman** UPUA representative

'relevant budgetary procedures and policies" in an effort to better educate the assembly.

Ragland said he commends the internal development committee for creating the legislation because it will help to avoid any possible confusion in the future about how money should be properly spent. At the meeting, UPUA Vice President Colleen Smith also encouraged assembly members to begin brainstorming new initiatives, since money is left over in UPUA's budget.

Christina Gallagher and Jessica Tully contributed to this report.

To e-mail reporter: krl5106@psu.edu

Collegian names news adviser

By Zach Geiger COLLEGIAN STAFF WRITER

Though he made his first visit to Penn State on crutches and a broken foot, Jim Rođenbush is

healed and ready to hit the ground running in January when he takes over as The Daily Collegian's news adviser.

"I'm excited about the oppor- Rodenbush tunity to be a part

of what The Daily Collegian is doing," Rodenbush said. "The history, the reputation of the newspaper is outstanding.

Rodenbush was named news adviser on Wednesday and will assume the position in the spring 2011 semester, Collegian General Manager Patricia Hartranft said.

"His skill in teaching, based on all of his experience in the newspaper industry, is going to be beneficial to the Collegian," Hartranft said. He had a well-rounded background that made him a stand-out applicant.

As news adviser, Rodenbush is in charge of the newspaper's candidate program and will spend the semester teaching new Gazette and previously worked at

reporters, Hartranft said.

His knowledge of journalism, teaching and technology will make Rodenbush a great mentor for future reporters, she said. Editor in Chief Elizabeth

Murphy (senior-journalism and studies) women's Rodenbush's wisdom and experience will be an asset.

"I was very excited," Murphy "We've been without a news

adviser for months.

Rodenbush currently teaches at Webster University in St. Louis in the Communications and Journalism Department and also serves as the general manager for The Journal, the school's weekly student newspaper.

After a visit to Penn State in

November, Rodenbush said he was energized and excited about what he saw — both in State College and in the newsroom.

"I sat in on the editorial meeting and was blown away by the energy," Rodenbush said.

in journalism, Rodenbush also answered questions from the editors, reporters and candidates in attendance.

Rodenbush was a freelance writer for the Pittsburgh Post-

the Pittsburgh Tribune-Review as a sports copy editor and sports reporter.

Rodenbush also taught at the University of Pittsburgh in the English department.

He received his bachelor's degree in journalism from Webster University in 1998 and his master's degree from Syracuse University a year later.

As news adviser, Rodenbush will bring stability to the newsroom and provide a "sounding board" of wisdom and experience working in collegiate journalism, Murphy said.

We missed having an adviser this semester," Hartranft said.

Rodenbush took over the position from former news adviser John Harvey after his departure in September. Harvey left to take a position as director of student media at Georgia Southern University after serving 12 years as The Daily Collegian's news

Rodenbush said he plans to In addition to a lesson on ethics bring his experience as a journalist, educator and manager to the newsroom.

"My plan is to really dive headfirst into this," he said. "I'm really excited to get going.'

To e-mail reporter: zjg5012@psu.edu

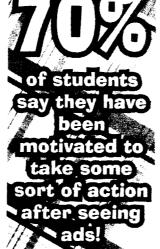
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