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UWRF football exceeds worst start in school history

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Columnist says that lack of professional dress in class reflects poorly on students

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Local farm provides organic meat option



STUDENT VOICE

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Students vulnerable to flu on campus

Kirsten Blake
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Living or working in a university environment places students at risk of many illnesses, yet only about one-third of college students receive flu vaccines.

According to the 2009 American College Health Association-National College Health Assessment findings summary, approximately 33 percent of college student respondents reported receiving an influenza vaccine within the past 12 months.

Students share facilities like classrooms and desks; live in close-quarters like resi-

dence halls and apartment buildings; and often dine in common areas which can promote the spread of communicable diseases, said Director of Student Health and Counseling Services Alice Reilly-Myklebust.

Another contagious disease called pertussis—(commonly known as “whooping cough”)—could also pose a threat to the campus com-

munity. One on-campus case of pertussis was confirmed mid-October. Most children receive vaccines for pertussis, but the vaccine begins to lose its effectiveness after about 10 years, which leaves adults vulnerable without a booster.

Reilly-Myklebust recommends adults stay up to date on their vaccines and to make sure that the

pertussis vaccine is included in their tetanus booster, which is a common practice.

Unlike influenza, which is caused by a virus, pertussis is a bacterial disease. According to the Wisconsin Division of Public Health, pertussis is spread by contact with oral or nasal secretions from an infected person. Exposure can occur after repeated, prolonged contact such as sharing a room with an infected person, kissing or sharing eating utensils.

“It’s not a super contagious disease,” Reilly-Myklebust. “Just being in a class with somebody who has it doesn’t mean you’ve”

See Flu page 3

“Everybody’s heard those things a million times, but they really do work.”
Alice Reilly-Myklebust
Director of Student Health

UWRF receives \$1 million for classroom renovations



This classroom in, located in 200 Ag Science is one of the four classrooms receiving funding for the renovation of technology in classrooms. The changes are expected to take place after the end of the spring semester.

Sally King
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The UW-River Falls received about \$1 million from the State of Wisconsin for the renovation of four classrooms around the university.

“We were fortunate enough to be granted all four requests. It’s amazing how much money we got,” said the Division of Technology Services Manager of Teaching and Learning Technologies Mary-Alice Muraski. “Our normal amount of allocation for classroom modernization would be about \$250 thousand dollars.”

The classrooms that will be receiving renovations are 120 South Hall, 205 North Hall and 200 and 231 Ag Science.

“We looked at all of the classrooms that we have and prioritized them in terms of the rooms that needed the most help,” Campus Planner Dale Braun said.

The four classrooms chosen were top priority based on specifications such as physical condition or the need for a technology upgrade.

The \$1 million that UWRF received to renovate these rooms came from the State of Wisconsin.

“Every two years, they have an allocation of money,” Braun said. “We got \$1 million out of \$5 million [total]. That’s pretty good for a small campus of our size. We received more money that UW-Madison did out of this particular fund.”

Muraski said last year at this time Braun brought together faculty, staff and deans on campus to make a propos-

al to send to the UW-System discussing what classrooms to renovate.

“I was involved with that, and I was so excited that I started crying when I heard how much we got,” Muraski said.

South Hall 120 was last renovated in 1993, North Hall 205 was renovated in 1978, and Ag Science 200 was renovated in two different stages: first in the late ‘80s and then again in the late ‘90s. Ag Science 231 has never been renovated since it was first built in 1965.

“More and more professors are utilizing technology as they teach. This renovation will allow us to offer larger sections, particularly for business. Professors might be more willing to lecture in [these classrooms],” Muraski said. “This will also increase our ability to offer more classes and larger classes.”

The renovations will include new seating, more handicap accessibility and better projection for Ag Science lecture hall 200. Ag Science 231 will be renovated into a bigger classroom by combining 231 and 230 into one classroom. South Hall 120 will be turned into a large lecture hall that will be able to seat about students. North Hall 205 will be remodeled to have a better layout and be more technology friendly.

“These classrooms will be wonderful opportunities for students and faculty to, at this point, almost experiment with using student technol-

See Classrooms page 3

Learning communities focus on student retention, support

Tennae Maki
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Learning communities have been created at UW-River Falls in an effort to retain students following their first year of college.

According to the UW-System, at the start of the last year there were 568 more freshman than sophomores.

Following a student’s first year, they are at the greatest risk of dropping out of college, said Director of Student Health and Counseling Services Alice Reilly-Myklebust.

“Some of the students that I have worked with have been particularly concerned with the college itself. For some it is too small; and for others it’s too large,” said Communications Manager for First-Year Experience Amy Aschenbrener.

As part of First-Year Experiences, one of the solutions to student retention is establishing learning communities. The goal of these communities is to get students to connect in and out of the classroom, said First-Year Experience Director Sarah Egerstrom.

“They take classes together and live together,”

Egerstrom said. “There is this idea that it helps students connect easily on campus.”

Daniel Ehrenberg said he enjoyed his experience living in a learning community.

“It was a good way to transition from high school to college,” he added.

Aschenbrener said it is a good networking opportunity.

“Your life is going to be here for four years, establishing connections is important,” Aschenbrener said.

Learning communities establish strong support for each other and peers encourage classroom attendance, said Ehrenberg.

“Students are more successful,” Reilly-Myklebust said. “Maintaining the retention rate is the whole point behind learning communities.”

Students who participate in learning communities have a higher GPA and retention rates, said Egerstrom.

UW-Whitewater found that students who participated in learning communities were more successful academically. The reason for their success did not depend on whether or not

they volunteered to be in a learning community or if they were assigned to be in it, said Egerstrom.

There are currently two communities at UWRF with 94 freshman students and 10 faculty participating, said Egerstrom.

Departments have sought out FYE to establish a themed learning community, said Aschenbrener.

Last year, “Connections” was a pilot learning community; this year, “iROCK” was implemented by Counseling Services, Egerstrom said.

Connections students live in Hathorn Hall, and iROCK students live in May Hall, said Aschenbrener.

Students need to apply to live in the learning communities, said Residence Life West Area Coordinator Tracy Gerth.

Egerstrom said there will be two more communities next year: “Taking Care of Business,” which is designated for Business majors, and women in science, technology, engineering and math.

The newest program, iROCK, shares its

title with another program on campus. It is centralized on three core themes: sustainability, social justice and personal wellness, said iROCK Physical Education Professor Paul Shirilla.

The sustainability component has also encompassed one of the goals of UWRF, said Egerstrom.

Health is directly related to an students GPA, said Reilly-Myklebust.

According to the River Falls College Health Assessment, students who rated their health better had a higher GPA than the students who reported being less well.

The iROCK students are required to take six core classes, including recreational climbing, said Shirilla.

The class works into the idea of promoting personal wellness while fostering the idea of community said Shirilla.

“When you are climbing, you have to learn to trust one another,” he said.

Students enrolled in iROCK have to take

See Communities page 3

Campusview builds more housing



Sally King/Student Voice
Just yards from campus, construction has begun on the area of land by UWRF’s outdoor amphitheater.

Kimberly Kuhens
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The triangular area of land by the UW-River Falls outdoor amphitheater path and the path off of Broadway Street has been undergoing a transformation over the last few weeks. This area, about two and a half acres, will become home to three separate buildings intended for multi-family tenants, said River Falls’ Planning Director Mariano Lucero. This area is being developed by Campusview Real Estate Owner Matt Twomey. “There will be one two-story building with seven units and two three-story buildings with 12 units,” Lucero said. The construction of this site will also include an asphalt parking lot, concrete pads and sidewalks, retaining walls, storm water conveyance and underground storage,

landscaping and erosion control measures, according to the Notice of Complete Application for Proposed Grading. The parking lot will boast 100 stalls, which is more than triple than what is required, said Lucero. This is very important because it serves the multi-family units better because the usual requirement is only two stalls per unit. These multi-family units will more than likely hold three to four people, so a lot of parking space is important, said Lucero. UWRF was given the opportunity to purchase the land but chose not to, said Lucero. There is a good chance that these buildings will be mostly inhabited by students, according to Lucero. “I would love to see the tenants be mostly students,” Lucero said. “I have already received calls from students asking about this area and potential housing. They really like the location.” The buildings should be completed by summer 2011.

VOICE SHORTS

Career Services hosts annual Etiquette Dinner
The Etiquette Dinner will be from 5 p.m. to 8 p.m. Tuesday, Nov. 9 at the University Center Ballroom. In addition to enjoying a delicious five-course dinner, attendees receive hands-on training for appropriate dining and business etiquette. Advance reservations are required to attend. Business professional attire is encouraged. For more information, call 425-3572.

Deadlines set for holiday mail to deployed troops
Family and friends have just under one month to get those holiday care packages mailed out to ensure they reach deployed service members before Christmas. According to the U.S. Postal Service, Nov. 12 is the recommended deadline for packages addressed to Army/Air Force Post Office and Fleet Post Office ZIP codes, if those packages are sent by regular mail, or parcel post. The deadline extends to Dec. 4 for packages sent by priority mail to APO addresses in contingency areas such as Iraq and Afghanistan, and Dec. 11 for all other APO addresses. First-class mail cards and letters must be sent no later than Dec. 18 to be received by Dec. 25. For more information, contact Lt. Col. Jackie Guthrie at 608-242-3050 or 608-516-1777.

Integrated Planning Office holds workshop for students
Project Management 101 is an in-depth look into the project life-cycle and tips and templates to help your next project go more smoothly. The project workshop will be held from noon to 1 p.m. Nov. 17 in the St. Croix River Room, 321 University Center.

AASA to hold ninth annual Culture Fest
The Asian American Student Association will host Culture Fest from 6 p.m. to 9 p.m. Nov. 16 in the North Hall Auditorium. This is a free event for UW-River Falls students and community to share and experience the rich cultural diversity of UWRF through music, theatre, dance, fashion and much more. The event will feature performances from the Black Student Union, International Student Association, Swing Dance Club, Break Dance Club and Dance Team. For more information contact Hleeda Her at aasa@uwrf.edu.

RIVER FALLS POLICE/ UWRF POLICE DEPARTMENT

Editor’s note: Information for this section is taken from River Falls Police and UW-River Falls Police Department incident reports.

- Oct. 28**
- A vehicle was reported damaged in O-lot.
- Oct. 30**
- Taylor Hoffman, 19, was cited for possession of marijuana and drug paraphernalia at Hathorn Hall.
 - Melissa Remmen, 18, was cited for possession of narcotic drugs at Hathorn Hall.
 - Dylan Bugelwicz, 19, was cited for underage consumption at Stratton Hall.
 - Rachel Riesgraf, 19, was cited for underage consumption at Stratton Hall.
 - Madeline Wagner, 19, was cited for underage consumption at Stratton Hall.

Find Freddy’s Feather!

E-mail the Voice at editor@uwrfvoice.com

Be the first person to report the find after 10 a.m. to win free movie passes.

SENATE SHORTS

- Motions Passed at the Oct. 26 Meeting
- Senate approved \$4,410 to be allocated from the Student Senate Reserve Account to the International Student Association to fund the International Bazaar event
 - The Senate’s Governing Documents Binder will be kept publicly visible and available at all times in the Senate Office, except when being used during Senate committee or board meetings. Also recommended that the Senate review and create bylaws that govern the required level of accessibility for all Senate Shared Governance and all subunits of Senate’s governing documents, records and other documents
 - Senator Sherer is appointed to the Allocable Fee Appropriation Board
 - Senate approved the creation of the Elections Reform Ad-Hoc Committee. Director Aaron Bergman is appointed Chair of this committee. Vice President Jason Keck, Chair Ryan Debner, Representative Andrew Jirele and Patrick Okan are also appointed to this committee. The committee must submit official revisions to the Election Rules by Nov. 30.
 - Tyler Latz is appointed to the Inclusivity and Diversity Issues Committee

WE’VE BEEN HOPELESS.
WE’VE BEEN LOST.
WE’VE BEEN INSPIRED.
WE’VE BEEN THERE.

WE CAN HELP US

text **WeCanHelpUs** to 30364 or go to reachout.com/campus

HEAR FROM OTHER STUDENTS that have been there & made it.

ISAMHSA Council Inspire Foundation

Message and data rates may apply.

Flu: Vaccines still available

from page 1

been exposed.”

To stay healthy, Reilly-Myklebust said she encourages people to get enough sleep, wash their hands frequently, eat regular healthy meals and get some form of exercise because these practices will boost immunity and help prevent illness.

“Everybody’s heard those things a million times, but they really do work,” Reilly-Myklebust said.

The H1N1 virus disproportionately affected younger people last year, said Reilly-Myklebust, partially because they were not vaccinated.

The typical influenza vaccine protects against several strains of influenza. This year the H1N1 strain is included.

“We’ve always recommended that everybody in a campus environment get vaccinated,” she said.

This year, the Centers for Disease Control and Prevention is also following that recommendation by encouraging all people ages six-months or older be routinely vaccinated for influenza.

In the past, the CDC recommended seasonal flu vaccines for children ages six-months

to four years, adults ages 50 and older, those that may have other health problems or for anyone in contact with those at higher risk for flu-related complications such as nursing home workers or families with young children.

“It’s definitely not too late to get a flu shot,” Reilly-Myklebust said.

Daycare worker and UW-River Falls senior Jennifer Schulz said she plans on getting her influenza vaccine sometime next week at her regular clinic.

“I work with kids a lot, and I’m around babies a lot, too,” she said. “I don’t want to risk carrying the flu to them.”

Reilly-Myklebust said that having the flu is a lot different from having a cold. People with the flu are more likely to miss work and class than if they had a cold because of the disease’s severe symptoms.

She also said that those who have gone through the flu are more likely to get vaccinated because they are aware of the virus’ effects and wouldn’t want to go through it again.

“I’ve had [the flu] before,” said senior Lindsay Johnson. “I would rather not be sick at all and get one little shot and be done with it.”

Midterm elections 2010



Hannah Lenius/Student Voice
Top: Marylyn Freese and Fern Tonaszewski taking voter registration information at the University Center’s Falls Room.



Left: Freshman Nick Stennes registers to vote in the Nov. 2 midterm elections. According to cnn.com, in the election Sen. Russell Feingold (D) defeated by Ron Johnson (R) for Wisconsin State Senate. Scott Walker (R) also defeated Tom Barrett to win Wisconsin Governor’s race. Locally Nancy Hove retained the title as Pierce County’s Sheriff.

Classroom: Funding improves technology

from page 1

ogy rather than having to come to the computer labs,” Muraski said. “I just think it’s a wonderful opportunity to try and work together on that.”

In the mid ‘90s, UWRF proposed technology enhanced classrooms, and Muraski was on the group of faculty that pulled together that proposal.

“Tech classrooms have been my life on this campus since the very beginning. The first tech-classrooms came online in the fall of 1997. We had four tech classrooms, and we now have 83,” Muraski said. “What we are trying to achieve now is consistency across these rooms

so that when faculty walk in they are not confused on how to turn on the technology. That has been an issue for many years and we’re now changing that.”

Braun said professors and students have had a positive attitude about the renovations.

“The acoustics in [Ag Science 200] are pretty bad,” said Chair of the Biology Department Mark Bergland. “I taught in that classroom for 30 years; it’s a big deal that they are remodeling.”

The construction on these will begin

after the last final of spring semester and is to be completed by the fall semester of 2011.

“I wish we could do more classrooms.

“We had four tech classrooms, and we now have 83.”

Mary-Alice Muraski
doTS Manager of Teaching Learning and Technology

I think that these are great projects,” Braun said. “I’m proud of the campus for selecting four very competitive projects that yielded a great contribution of money from the state of Wisconsin. I think that they recognized our need. I just wish

that we could do more.”



Sally King/University Communications
Mary-Alice Muraski is in the group which planned the funding and rennovation of technology in classrooms.

Communities: Academics benefit from year long freshman learning groups

from page 1

English 100 and 200. For their section, the curriculum has been readjusted to meet the themes of the program, said iROCK English Professor Ken Olson.

“The interesting thing is [in] the dynamics of the class; the students are way ahead of my other general English 100 class,” Olson said.

Olson said that he has had to make adjustments to the class because the students have excelled at facilitating conversation.

“They are more like honors students. They are more devoted to the whole program and their coursework,” Olson said.

Egerstrom said the team and her are in the early stages of developing a learning community or a first-year seminar. This goal would

be offered at a broader scale or target students that are more likely to drop out of college.

“We want to create a distinct first-year experience at UW- River Falls where we can impact as many students as possible,” Egerstrom said.

WRFW's

Fall 2010

On-Air

"Loudest Organization on Campus"

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River Falls, WI

Schedule

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2-6 a.m.	BBC	BBC	BBC	BBC	BBC	BBC	BBC
6 a.m.-1 p.m.	WPR	WPR	WPR	WPR	WPR	WPR	WPR
1-3 p.m.	Erik Altman	WPR	Aaron Bergman	WPR	Pat Okan Jeff S.	Sarah Hellier Bleeker Ayers	Ashley Goettl
3-5 p.m.	WPR	Elliot Novak	Rob Silvers James Scott	Adam Lee	Jack Chien	Katie H. Laura K.	WPR
5-6 p.m.	WPR	Jordan Simm	Rob Silvers	ACT on AG	Amy Graham	Amanda Leeman	WPR
6-8 p.m.	Ryan Kleiser	Brian Wegner	Cory H. Jon L.	Jon L.	Matt T. Kevin D.	Ben Lee Jon Heeden	Briana Samson
8-10 p.m.	Jessie Behrman	Jacob Boet Dan Adams	Greg Klim	Jason K.	Natalie Conrad	Nathan King	Nathan King
10 p.m.-Midnight	Megan Bohoren	Mike Svoboda	Joe Kelly Jared Fritz	Andrew H. Erik G.	Kim Tri	Abel J.	Collin Bendt
Midnight-2 a.m.	Jennifer Hageman	Kyle McGinn	Casey Wolford	WPR	WPR	Ali H.	Jordan Gamache

EDITORIALS

Imaturity shames Student Senate

The actions of certain Student Senate members were appalling during Tuesday’s meeting.

While the majority of the meeting went well, towards its conclusion a situation arose that launched several members of the Senate into giggle fits and inappropriate voting practices.

The situation began when the final motion of the meeting came to the floor. President Leigh Monson said that it would be an “easy” motion after several previous motions that evening had required much discussion.

While the motion to appoint John Schimenz to the Head Football Coach/HHP Instructor Search and Screen Committee was simple compared to the others, several senators retaliated against Monson’s assumption that the motion would be “easy.”

What began as a friendly protest against Monson’s “misuse” of the word, some senators began to make it difficult to attend to the motion or any other business remaining in the meeting by asking silly questions and abusing Robert’s Rules of Order, visibly aggravating other members of Senate and its guests.

Like a big joke, it appeared as though the representatives began to vote out of spite against the motion, not because they were opposed to it, but because it was assumed that Senate would vote in favor of the motion regardless.

If someone were to look at the minutes, they would read that there were two votes in opposition to the appointment of Schimenz to the search and screen committee. While he was eventually appointed, the record insinuates there was some dissent in making the decision. This could reflect poorly upon Schimenz with regards to his ability to perform his job.

If any of the senators did actually have legitimate qualms about appointing Schimenz, they were not evident.

The giggling continued, and during the additional items and announcements before adjourning, Senator Charlotte Evans — who had been tracking the midterm election results on her phone throughout the meeting — addressed the Senate by saying, “On behalf of College Republicans, I would like to say ‘better luck next time, Democrats!’”

As a non-partisan entity, such a snide, gloating comment was completely inappropriate and disrespectful while Senate was in session.

In those last minutes before adjourning their meeting, the Senate really embarrassed themselves in the presence of their guests.

Through the outbursts of shouting, giggles and willy-nilly voting, one guest of the meeting muttered, “Jesus Christ. Jesus Christ. Jesus Christ.”

The Student Voice understands the importance of collaboration and fun among members of any organization, Senate included; we do not condemn having a good time. When senators are making decisions on behalf the student body, however, they need to keep their personal vendettas, sexual innuendos and child-like antics out of the meeting.

Editorials represent the opinion of the Student Voice Editorial Board and are prepared by the editorial staff.

STUDENT VOICE

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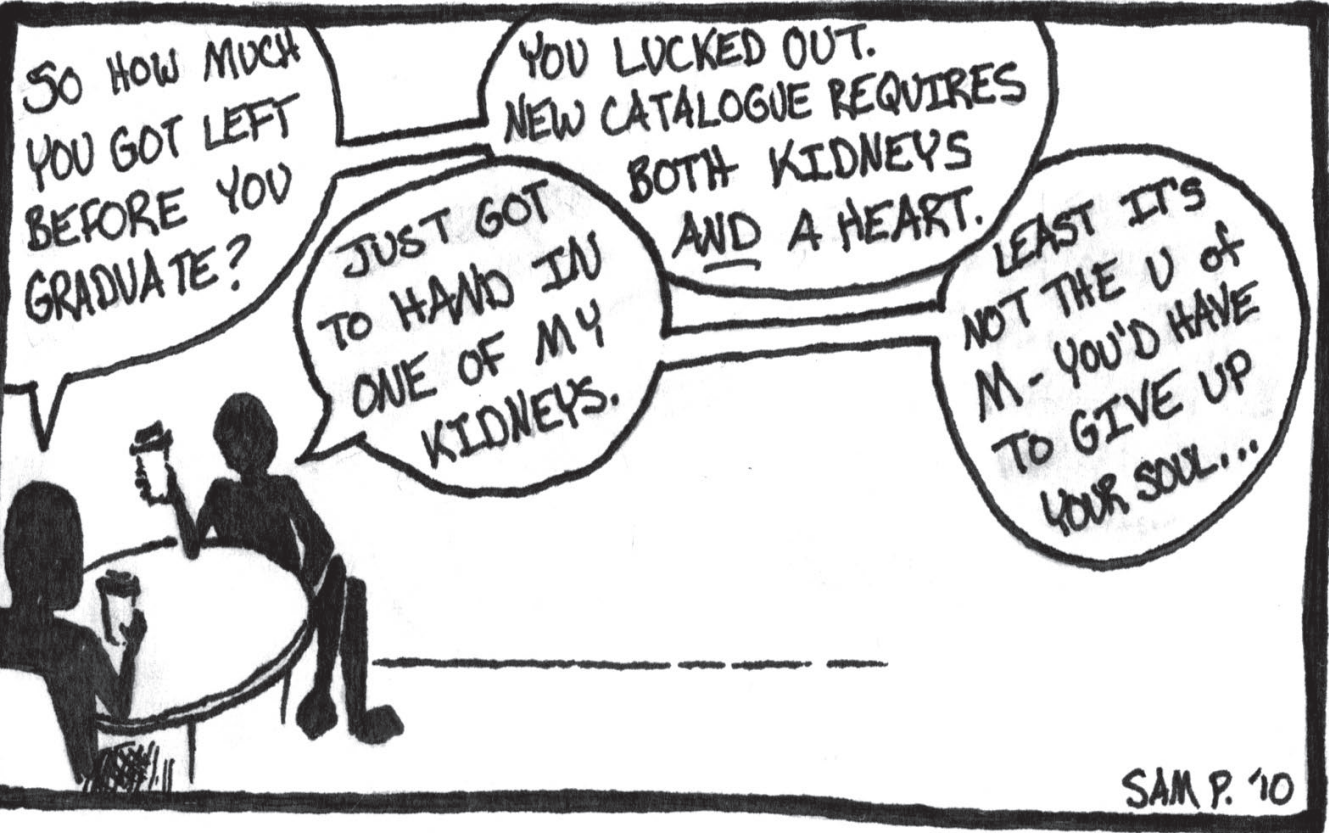
The *Student Voice* is a student-written and managed newspaper for UW-River Falls, and is published Fridays during the regular school year.

All editorial content in the *Student Voice* is determined by the newspaper’s Editorial Board. The opinions expressed in editorials and columns do not represent those of the newspaper’s advisor, student population, administration, faculty or staff.

Letters to the editor must be 300 words or less, and include a first and last name and phone number. They can be submitted at 304 North Hall, River Falls, WI 54022 or to editor@uwrfvoice.com.

The *Student Voice* reserves the right to edit any material for content, libel or space. It also reserves the right to withhold letters. All letters, news releases, briefs, display ads and classified ads must also be submitted no later than Wednesday at noon.

Because of high production costs, UW-River Falls community members are permitted to collect one copy of the *Student Voice* per issue. A single copy of the *Student Voice* is valued at \$1, and additional copies may be requested from the editorial staff by e-mail through editor@uwrfvoice.com. Newspaper theft is a crime. Those who violate the single copy rule may be subject to civil and criminal prosecution.



Student Voice announcement:
Expect to see the next issue of the Student Voice released one day early!
Thursday, November 11, 2010

Green Bay Packers to win the division



Matthew Torkelson

At 5-3, I think that Green Bay Packers fans should be pretty happy with their current situation. We have three losses, with a combined loss total of nine points. Two of those losses were in overtime.

Over the past few weeks, the Student Voice published a column bashing Rodgers and another one kissing up to Favre. Though I could write a novel on my hatred for our rivals to the west, it’s honestly not even worth it. At 2-5, I wouldn’t really know where to start. Favre isn’t their savior anymore, and they have such a wide array of other issues on and off the field. The Packers aren’t perfect either, and there are a few things the Packers need to keep up and improve on in the second half of the season.

Our team needs to stay healthy. I remember the Mike Sherman days when it seemed that everyone on the team was injured at some point during the season. I had some unwanted flashbacks when we had Finley, Matthews, Grant, and Barnett go down within the first couple games. I take full responsibility for the injuries, Green Bay fans. I’m pretty sure I jinxed us after Grant went down saying, “Ah, it can’t get any worse.” Then—like dominos—a bunch of our stars went down.

When you’re as devastated by injuries as the Packers are, this is when a team can brag about its depth. We are missing two star backs: Bigby and Harris. Barnett and numerous other stars are out, yet we’re still able to shut down Tomlinson and Sanchez in the Meadowlands. Some may have thought that our 9-0 victory was pretty boring, but I thought

Dear Minnesota Vikings: please win some more games; it’s more fun to hate you when you’ve won more than two games.

it was pretty damn entertaining.

There is plenty of room for improvement. Rodgers put the ball in the hands of the receivers a few times last week, and there were too many dropped passes. Rodgers also had quite a few misfires too, but that’s not nearly as troubling as our mediocre running game.

I don’t want to be like every Vikings fan in the world and hate on our head coach, but so many times McCarthy’s play calling baffles me. Obviously, I am not a coach, I’m not going to make it sound like I could have coached the Packers to being 8-0 so far, but there are at least a few times in a game where I’m staring at the television with my arms held out asking myself “What the hell was that?”

The last thing I’ll say is that I’m convinced we will take the division. I’m not worried about the Bears. I’m convinced that we handed them the game with the insane amounts of penalties we had.

Dear Minnesota Vikings: please win some more games; it’s more fun to hate you when you’ve won more than two games. I’m sure a 10-6 or 9-7 record will easily take the division this year. There might be some more elite records in the NFL, but once a team is in the playoffs, its regular season record doesn’t mean a thing. We can clearly see that example with the San Francisco Giants who didn’t have a shot at the World Series until they won their last game.

Keep your chin up Packers fans, things could be better, but they could also be a lot worse. If it seems quiet around here, it’s just all of the Vikings fans choking on their own words about how they were going to dominate this division. I love a good joke.

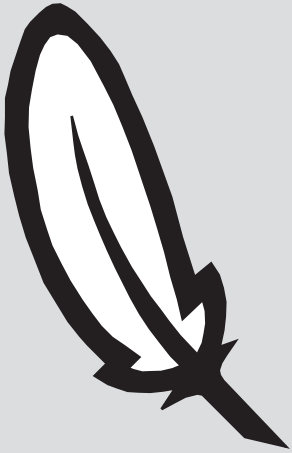
Matt Torkelson is a marketing communications major in his senior year. He enjoys listening to The Beatles and playing piano whenever he has some free time.

Find Freddy’s Feather!

Be the first person to find the lost Freddy the Falcon Feather in this issue of the Voice and win two free movie passes!

The first person to report the find to editor@uwrfvoice.com AFTER 10 a.m. Friday, Nov. 5 wins.

Last week’s winner: Jacob Odden



Classrooms lack civility, professionalism



Ashley Cress

A few days past, I sat in a pensive state staring out the door of one of my classes, listening semi-intently about the injustices of the Jim Crow era. Thinking back to what life might have been like in the early 20th century, I silently thanked the women of centuries past for giving me the opportunity to sit in a dark classroom at 9 a.m., practically freezing to death. Oh, and the ability to vote, better wages at work, easier access to education, etc. Suddenly, a person walked past the door and consequently broke my sarcastic thoughts of gratitude.

Shivering from the cold, this tallish guy casually ran his fingers through his gelled hair to make sure his hat had not put a damper on his ‘do. However, I will say that perhaps he should have been more focused on pulling up his sagging sweatpants (seriously, it is now 2010; belts are definitely back in style), or maybe zipping up his backpack before he lost all his books. But why does it matter what I think; obviously, he is way too cool to give two flamingos about anything. Long after his footsteps had faded down the hallway, my mind continued to ponder his lack of panache.

As a result, we are prone to off days, lazy days, cold days, ad hoc days and my-alarm-did-not-go-off-this-morning days. Nevertheless, we should permanently keep professionalism in our minds and strive to do our honest to goodness best.

Of course, he is not alone in a sea of inadequately dressed undergraduates, but I can’t help but wonder what this carelessness says about students today. How does this reflect on our generation? Does it make us seem lazy and slapdash? Conceivably, all these questions point to one: when it comes to professionalism, are we found wanting?

To answer this question, we must first define what it means to be professional. Although the Oxford English Dictionary has many definitions, I think that the following fits best: “professional, adj. and n; II. Senses relating to or derived from (the conduct of) a profession or occupation; 4. Of, belonging to, or proper to a profession; d. That has

or displays the skill, knowledge, experience, standards, or expertise of a professional; competent, efficient.” Basically, a professional, by definition, is someone who is capable of completing a task or job in a resourceful manner, but without haste.

I would agree with this definition, but I think that being professional is more than simply doing your job well. Famed television personality Alistair Cooke once said, “a professional is someone who can do his best at a time when he doesn’t particularly feel like it.” Cooke had

it right; being knowledgeable of one’s profession is expected, but continuously going beyond what is expected in search of paramountcy is what makes a person professional.

My apologies for beginning to sound like such a textbook; definitions are dull. It is with interpretation that things get

interesting. Personally, I think it is not enough to model a professional off of someone who exudes expertise and overcomes laziness to achieve a job well done. Any person who finishes a daily to-do list is capable of this. A professional is someone who takes pride in their work. A professional knows the facts and can back them up with hard evidence, research and understanding. A professional only gives credit where credit is due, and never criticizes. A professional conveys confidence enough to know when they are right and will stand for it; conversely,

a professional knows when they are wrong and will freely admit it.

What do you think UW-River Falls? Do we as the not-too-distant future measure up; can we call ourselves professionals? How many times have you sat taking notes in a class when Joe Schmo walks in ten minutes late? How many times have you heard the girl next to you complain about her professor because of a less-than-perfect grade when she was the one who neglected to study?

Of course, we are all human and, as Dale Carnegie would say, “creatures of emotion.” As a result, we are prone to off days, lazy days, cold days, ad hoc days and my-alarm-did-not-go-off-this-morning days. Nevertheless, we should permanently keep professionalism in our minds and strive to do our honest to goodness best. With this said, I truly hope sweatpants guy walks by the door during class next time wearing real pants, his book-bag zipped up. I hope he has a stride that shows he cares enough to give two flamingos (whatever that means).

Ashley is a history major who loves to travel, but has yet to leave the country.

STUDENT VOICES

Did you vote in the Nov. 2 elections?

Matt Mitchell, senior

“No, because I don’t care about the elections.”



Nathan Riley, senior

“I did vote absentee last month for yesterday’s election and I voted to make an impact in Minnesota where it effects things like tuition and reciprocity.”



Katie Nibbe, junior

“I did, because I wanted to exercise my right to vote.”



Kylene Kopka, junior

“No, because I don’t pay close enough attention to the publicity and news and the campaign ads were too full of drama.”



Andrew Magee, senior

“Yes I did vote, because I think it is important for everyone to vote.”



Student Voices compiled by Hannah Lenius



Danielle Dahnke/Student Voice

Theft continues on campus, UWRF officer discusses viable prevention techniques

Patricia Forsberg

On Oct. 21 Tenna Maki wrote about the increase of thefts on campus. Officer Steve Nygaard suggested the implementation of a “neighborhood watch” on campus. This great idea was not implemented. In a week, we had six thefts reported to the police department. As we try to investigate the thefts already reported, more are coming in. The UWRF Police Department has been working with leads that have been provided by victims and concerned citizens on campus. These tips help the department tremendously.

Theft cases are frustrating for our department and even more so for the victims. Six thefts in five days is ridiculous. These thefts were not isolated to one area of campus either. Obviously physical objects are not safe anywhere on campus when left unattended. Wallets, iPods and laptop computers have the highest number of thefts. Since Sept. 1, there have been 38 thefts on campus. Twenty-two of those 38 thefts have been either a wallet, purse or an electronic device. This has shifted from last year, where the highest reported stolen items were bikes. Not many college students can afford to purchase a new laptop or iPod to replace the one stolen.

There are some things we can all do that will help us slow down, if not eliminate, the thefts on campus. The first thing everyone has to do is secure their personal possessions. If a person can walk away with an item with little force or effort, they will. I understand that there are areas on campus where you cannot bring your bag or belongings. That being said, if you are aware of your surroundings, you

There are some things we can all do that will help us slow down, if not eliminate, the thefts on campus. The first thing everyone has to do is secure their personal possessions. If a person can walk away with an item with little force or effort, they will.

are less likely to be a victim. As Nygaard stated in the Oct. 21 article, the people committing these crimes are doing so because the opportunity is there. You might feel your bag is safer in a corner rather than in the open, but this is not true. The corner you are placing your bag not only hides it, it also hides the person stealing your wallet. When you are in the UC dining area, note where the cameras are. Imagine the line of view the camera pictures, and place your bag there. There have been multiple incidents where we can see a shadow of the crime committed, but not the actual act. You cannot identify someone by the color of his or her shoelaces (as much as I wish we could).

Another thing we all have to do is be on the lookout for suspicious activity. A previous instructor taught, “If it don’t look right, it ain’t.” Those are words to live by. School has been in session long enough that you should be able to recognize people who belong on your floor in your dorm. There have been multiple incidents of a thief walking in a dorm room while the occupant is out (sometimes for less than two minutes), taking a laptop, iPod, or other easily concealable device, and walking right out. These incidents occurred because the room was open. Lock your room when no one is there. If you see a person acting suspiciously, let our department know.

It would be wonderful if there was enough respect on campus that these incidents did not occur. I would love to have theft be a non-issue, but the trend continues to grow. We—students, faculty, staff, and administration—need to respond appropriately to hinder thefts on campus. If we work together as a community, we can deter the people from committing these crimes.

Patricia has been a law enforcement officer for three years and an officer with UW-River Falls for a little over a year. She is also a student at UWRF, majoring in sociology with a criminal justice minor.

Visit the Student Voice website at uwrfvoice.com

Do you have something to say?
Send in a letter to the editor at editoruwrfvoice.com

UWRF athletics provide free, fun entertainment for long winter months



Ashley Goettl

As the leaves fade away and the air turns to ice, there is a renewed sense of energy that is surrounding the UW-River Falls campus. There are plenty of reasons to come out and support Falcon athletics.

The women’s soccer team hosted the first round of the WIAC playoffs. The Falcons came into the tournament as the number four seed and hosted the fifth seed Platteville.

On Saturday, the football team says goodbye to a coaching legend. This game will be Coach John O’Grady’s last at Ramer field. Even though the Falcons have had a rough season thus far, students should come out for the final send off. O’Grady has been a part of Falcon football for 37 seasons.

In case you miss the football game and would rather stay inside for the action, come check out the men and women’s hockey teams. The men are 2-1 on the season and are currently ranked ninth in the country. They opened the NCHA season with a thrilling 5-3 victory over the Yellowjackets of UW-Superior. Their next home game is against conference foe UW-Eau Claire on Nov. 12. The puck drops at 7:05 p.m. in Hunt Arena.

The women’s hockey team will have their next home game on Nov.19. They take on Lake Forest College. The game gets underway at 7:05 p.m. in Hunt Arena. It should be an exciting season for the women, who were just one game shy of the Frozen Four a year ago.

The men and women’s basketball teams are close to their home openers as well. The men open on Nov. 16 against Viterbo at 7 p.m. in the Karges gymnasium.

The women—meanwhilewho were just shy of a postseason birth a year ago—open on Nov. 23 against Macalester College. Tip off is also at 7 p.m.

In case none of that excitement brings you out of the congested dorms to see your fellow Falcons in action, there is another reason: if you bring your student ID, you can get into any home athletic contest for free. It is a great way to spend your weekends and to take a break from all of the studying I know we are all doing!

The WIAC offers some of the most competitive sporting events around the country. With over 400 student-athletes involved in Falcon athletics, chances are at least one of them is a fellow classmate. For more information on the players, teams and schedules of all Falcon teams, check out the athletic website at www.uwrf.edu/sports.

Ashley is a sophomore double majoring in journalism and digital film and television with a political science minor. She enjoys watching the Twins and Vikings, and she is a member of UW-River Falls’ softball team.

UWRF football remains winless

Team faces complications on, off the field

Andy Moran
andrew.moran@uwrf.edu

The UW-River Falls’ football team has the worst start in school history, which adds to fan frustration.

The Falcons are 0-8 overall, with an 0-5 record in the WIAC. It is the team’s 10th consecutive loss dating back to last season when the Falcon’s dropped two games to Stevens Point and Eau Claire.

O’Grady said that the team simply is not playing to their full athletic potential. Acknowledging that other teams in the conference are more athletic, he said that it’s time for the team to turn back to the past.

“When I first got here in 1989 we were just like the book ‘The Little Engine that Could,’” O’Grady said. “We were not always as athletic as the other teams, but we always found a way to compete.”

Before the start of the 2009-2010 season, O’Grady emphasized the importance of recruiting to the team’s success. He said that the coaching staff wants to broaden their horizons by recruiting from larger city schools.

“This year we did a better job of that,” O’Grady said. “We were looking more for quality than quantity this year, and even though you may not know it, it shows.”

Recruiting and on the field improvements aside, the Falcons remain winless, and students say they are growing restless.

“I can’t even go to the games anymore,” said junior Dillan Edelen. “It’s just not fun when you get beat all the time.”

Sophomore Brittany Oberstadt said she stopped going to games around homecoming.

“I actually went to the game, but it was so bad that I left at halftime,” Oberstadt said.

O’Grady said that problems start with the lack of numbers in the coaching staff.

“We have three full-time coaches,” O’Grady said. “Most of the other schools in the conference have between three and seven.”

O’Grady continued by saying that problems on the field weigh heavily on the Fal-



Sally King/Student Voice

The UWRF football team is currently 0-8 overall. Looking forward O’Grady hopes the team will grow confident next season with new Athletic Director Roger Ternes

cons poor record.

“The biggest thing is athleticism,” O’Grady said. “The quality of the player himself, and the number of those that we have at any given position.”

“Anyone who saw the game against Whitewater can tell you that they were a better team positionally,” he said.

O’Grady said that the difficulties on the field have resulted in a complete lack of confidence in the locker room, on the practice field and on the game field.

“Now there is no doubt about it that River Falls, stepping on the field at 0-6, is not going to be as confident as Whitewater is at 6-0,” O’Grady said. “So if you look at it, we really aren’t playing with any kind of confidence right now.”

Senior offensive lineman Joe Gangl said that the team has had trouble coming together all season. He said that a tough schedule combined with the continuous loses are the biggest downfall.

“We had one of the toughest schedules in the nation this year,” Gangl said. “And believe it or not we actually played pretty good football against some of our tougher oppo-

nents.” Gangl said that the team was a bad play here and a miscommunication there away from turning the season around.

“One game our offense could be moving the ball really well, and our defense wouldn’t be playing well,” Gangl said. “The weekend after that our offense couldn’t do anything but the defense was playing great.”

Gangl also said that the team never played a complete game of football as a winning team should.

According to the attendance records kept by the UW-River Falls Athletic Department, home games this season [excluding homecoming] have averaged 965 people.

The away game at the University of St. Thomas on Sept. 11 drew 4400.

O’Grady said that the program is in good hands with newly hired Athletic Director Roger Ternes, and that he feels confident the program will head in the right direction soon.

The Falcons, next home game is scheduled for Nov. 6, when the team takes on UW-Stevens Point at Ramer Field.

Penalty kill, defense hinders men’s hockey



Robert Silvers

three times in the third. On Saturday, the Falcons didn’t play with the intensity they did the night before and as a result came up on the short end of the stick 3-2. The Falcons are looking to return to the NCHA Peters Cup Final again this season but in order to do that they will need to improve their penalty kill after the Falcons gave up three power play goals in the past two games.

The Falcons allowed one power play goal in six penalty kill attempts on Saturday. Combine that with Friday night’s penalty kill and the Falcons allowed three goals in 12 power play opportunities. The penalty kill on the weekend was just a measly 75 percent. There are a number of things to consider for the Falcons in the penalty kill as to why they struggled and how they can improve.

The No. 9 ranked Falcon men’s hockey team went 1-1 against conference UW-Superior this past weekend. On Friday, the Falcons downed the Yellowjackets 5-3 surviving a third period flurry by Superior as the Yellowjackets scored

The Falcons need to improve on the number of penalties take; They took 15 penalties last weekend, which is an average of 7.5 per game. They are too good to take that many penalties. This weekend, the Falcons faced the last place team from a season ago, yet they only went 1-1 in large part because they were short-handed for too long.

The Falcons also need to improve how they play when on a penalty kill. Defensively the Falcons need to find a way to stop those shots. With four skaters collapsing to the middle, somebody should be getting their body on the puck.

The Falcons goalie also needs to step up his play on the penalty kill, as shots that were coming in along the ice were able to get by him. This could be a result of any number of things: lack of concentration, funny hops right at the crease or lack of visibility. If the goalie can’t see the puck coming in, he will have trouble stopping it. If that is the case the defense needs to work on clearing out the front of the net.

Hopefully the Falcons can figure out some things on the penalty kill in their third week of practice. Clear the goalie’s line of sight, knock down perimeter shots and cut down on the penalties and the Falcons will be a force to be reckoned with in the NCHA.

Rob is a senior majoring in communication studies-digital film and television with a journalism minor. He is the assistant sports director at 88.7 FM WRFW and covers River Falls High School football, Falcon football and Falcon men’s hockey and women’s hockey. Rob also hosts a weekly sports talk show, “Just a Bit Outside,” from 3 to 5 p.m. Tuesdays on WRFW.

Weekly Sports Wrap

Men’s Hockey			Football		
The men’s hockey team was defeated 2-3 by UW-Superior last Saturday. Falcon Eric McLintock scored his second goal of the season on a power play in the first period. Falcons travel to Minneapolis to take on Augsburg at 7 p.m. Friday.			The Falcons fell 17-38 against UW-Platteville last Saturday at Platteville. Falcon Nate Smits made eight solo tackles, one being a forced fumble recovered by Ryan Bartsch. The Falcons host Stevens Point at 1 p.m. Saturday.		
Soccer			Women’s Hockey		
The Falcons wrapped up their regular season against UW-Oshkosh Saturday. The game ended 0-0 with a forced shootout. Falcons Cassie Stang, Carlin Bunting and Janae Baron made the shots, losing 3-5. Women’s soccer ends their season 10-8-2.			The women’s hockey team opens up their season against Bethel 7 p.m. Friday at Bethel University. The Falcons home opener is against, last NCHA regular season champions, Lake Forest College at 7:05 p.m. Nov. 19.		

WIAC Standings

Football			Women’s Volleyball		
School	WIAC	Overall	School	WIAC	Overall
UW-Whitewater	5-0	8-0	UW-Oshkosh	7-1	24-11
UW-Stevens Point	3-2	5-3	UW-Eau Claire	7-1	23-8
UW-Oshkosh	3-2	4-4	UW-Whitewater	6-2	27-7
UW-Platteville	3-2	5-3	UW-Platteville	6-2	29-3
UW-Stout	2-2	4-3	UW-Stevens Poin	3-5	21-13
UW-Eau Claire	2-3	4-4	UW-River Falls	3-5	20-13
UW-La Crosse	2-3	2-6	UW-La Crosse	3-5	11-18
UW-River Falls	0-5	0-8	UW-Stout	1-7	6-24
			UW-Superior	0-8	9-27
Women’s Soccer			Men’s Hockey		
School	WIAC	Overall	School	WIAC	Overall
UW-Stevens Point	7-1-0	14-2-1	UW-Eau Claire	0-0	1-0
UW-Whitewater	7-1	10-6	UW-Superior	1-1	1-1
UW-Eau Claire	6-1-1	13-6-1	UW-River Falls	1-1	2-1
UW-River Falls	4-4-0	10-8-2	UW-Stevens Point	0-0	2-1
UW-Platteville	3-4-1	11-8-2	UW-Stout	0-0	1-3
UW-La Crosse	2-4-2	8-7-2			
UW-Oshkosh	3-4-1	9-8-1			
UW-Stout	1-6-1	7-11-1			
UW-Superior	0-8	3-17			

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Film explores life after death



Anthony Orlando

“Death is very likely the single best invention of life.” These words were spoken by someone at the 2005 Stanford university Commencement ceremony. Google it. You’ll probably be surprised. Watch the whole speech too while you’re at it. What the speaker was trying to get across was the idea that the uncertainty of death is the ultimate life affirmer. Or perhaps the speaker was saying that when people acknowledge and accept that life is one day going to end, they find that many of the meaningless restrictions they place on themselves are stripped away, leaving behind life’s real priorities.

I think that this quote does a good job of summing up the main idea presented in Clint Eastwood’s latest directorial project, “Hereafter.” The movie is the sum of three intertwining stories about a Parisian news anchor (Cecile De France), who has a near death experience while on vacation; a grade-school age Londoner (Frankie and George McLaren), who loses his brother and best friend in a car accident; and an unwilling psychic (Matt Damon), whose “gift” prevents him from living a normal, fulfilling life. The common theme to each story is death and uncertainty of what exactly happens when we die.

As he did with “Gran Torino” and “Million Dollar Baby,” Eastwood builds the movie around a fundamental pillar of the human condition. Also like his other movies, some of the performances and dialogue come off a little on the corny side, and the computer generated images aren’t of the highest quality either; (though there were very few sequenc-

es that actually required them). So what happens when you mix an impossibly unanswerable question, some cheesy acting and idealistic writing? A damn good movie, apparently.

I haven’t exactly pinned down how he does it, but Eastwood definitely has a knack for making well-done films about topics that would probably knock most directors on their bums.

“Hereafter” addresses a question that many of us put off thinking about but will eventually have to confront. A friend of mine recently



doesn’t like to think about death because it’s “icky.” What it doesn’t do is try to ram religious, supernatural or any sort of answer down our throats. Instead the film focuses on the only thing we can really all identify with: the human reaction to death. This notion is made all the more relatable as much of the death is the result of unpredictable and large-scale events that will seem familiar if you’ve read any headlines

within the past decade. While we do get a few blurry glimpses of the hereafter, we are never explicitly told what it is, if it is real or just the result of brain trauma. The movie does imply that there is some existence beyond death, but it leaves all the characters—and us, in the dark about it.

Each character is forced to find a way deal with their inner turmoil and come away with not only a better understanding of death, but also, a better understanding of life.

Isn’t that what we should really be focusing on anyway?

Tony is a math major and physics minor. He currently runs for the UW-River Falls cross country team. He once met Dan Auerbach and is a minor celebrity in Malaysia.

Deadmau5 creates unforgettable night



Ryen Klierer

I had high expectations when planning to go to Epic Nightclub. If a nightclub goes to the extent of naming themselves Epic, they sure

That said, the venue had a lot going for it since it managed to get one of the biggest disk jockey’s in the industry, Deadmau5, to come and play there.

The show was scheduled for Oct. 20, a Wednesday night, so I had no idea what to expect from the venue or crowd to even look like, since most people are likely to stay in on a work or school night.

I was wrong to make this assumption.

Not only was there a line of people around the block when I arrived at 8:30 p.m. — the doors opened at 10 p.m. but the show apparently sold out weeks in advance.

It turns out capacity was only 2,400 at the venue, making tickets nearly impossible to come by the night of the concert.

Upon entering Epic, I found out I was in for a truly memorable experience.

The bars were lit up with

bright neon lights, they were lined with people and they were full of life. Local DJ’s were opening up the music scene for the evening with amazing remixes.

I eventually got to the main dance floor and began to dance the night away.

In a seemingly perfect transition, the local DJ’s gave up the stage for the

Between the lights, the crowd, the music and the venue itself, the show was truly a night to remember.

opening act DJ Skrillex.

Prior to this event, I hadn’t heard of Skrillex but after witnessing his deafeningly loud, amazingly smooth DJ set, his name is set in stone as an act not to miss.

As the clock struck midnight a brief moment of silence overtook the crowd, followed by the largest roar I’ve ever witnessed: Deadmau5 finally took the stage.

Dressed in his typical mouse head costume, his presence was immediately defined in his entrance.

What at first seemed like just an obscure grey mouse head made of foam, actually turned out to be one of the many highlights of the evening.

Deadmau5 took his position above a massive, diamond like podium. Suddenly, the podium and the

mouse head costume lit up in unison with the music starting one of the gnarliest light shows I have ever been blessed to be a witness to.

To put the light show in comparison, its visuals were so trippy, colorful and well coordinated with the music it was what I imagine an acid trip looks like.

Along with the lightshow came the intensity of his perfectly mixed songs and his eager enthusiasm to get the crowd dancing.

Anywhere you looked was just one big dance party, as I really don’t think I witnessed a single person not enjoying themselves and dancing.

Throughout the show, Deadmau5 covered his big hits “Some Chords,” “Ghosts N’ Stuff” and “I Remember.”

Between the lights, the crowd, the music and the venue itself, the show was truly a night to remember. Deadmau5 continues to prove himself to be one of the best DJ’s in the music industry; he sounded better live than his studio productions.

I would recommend anyone with even the slightest interest in having one heck of a time to look into a Deadmau5 concert.

Bar none, one of the finest music experiences out there.

Ryen Klierer is a laid back biology student at UW-River Falls. He is hoping to become a well known marine biologist and teacher.

Horror film hits rock bottom



Michael Brun

If the seventh installment really is the final “Saw,” then the series has gone out on a low note.

“Saw 3-D” isn’t just bad, it’s comically bad – as if the producers realized they had run out of ideas and resorted to self-parody instead. When a brutal horror movie makes you laugh more than you scream, then you know it’s time to move on.

The plot of “Saw 3-D” picks up shortly after the events of “Saw VI.” Hoffman (Costas Mandylor), sporting Joker-style facial scars after narrowly escaping one of his own traps, continues to hunt Jigsaw’s widow, Jill (Betsy Russell). Meanwhile, a Jigsaw survivor (“Boondock Saints” star Sean Patrick Flanery) tours the talk show circuit with a book detailing his horrific ordeal.

I feel sorry for anyone dragged to this movie without having seen the rest of the series. More than most other long-running horror franchises, the “Saw” movies share a strong sense of continuity. Unless you’ve been following these movies each year, you’ll find the plot hopelessly complex. Only long-time fans need apply.

Because of the extreme violence in “Saw 3-D,” it will only appeal to those who can appreciate the technicality of movie gore. The MPAA Rating Board warns of “sequences of grisly bloody violence and torture,” but I don’t think that adequately describes just how rude this movie is.

Dismemberment and mutilations are filmed with almost surgical detail, with many shots lingering on the gruesome aftermath for intolerable lengths of time.

The only thing that comes close to entertaining in this movie is the acting, or, more specifically, the lack thereof. The “Saw” series has never

been blessed with quality performances, but the acting in “Saw 3-D” is remarkably bad even by the series’ low standards. However, I must applaud

“Final Destination” alumnus Chad Donella for at least trying to have fun with the atrocious material. I say skip the horror movies, this guy needs to go into comedy.

A big part of the advertising for “Saw 3-D” is that the extra dimension will somehow make “the traps come alive.” Several of the trailers even show members of a fake audience getting strapped to their chairs to, I assume, get tortured to death. I assure you that no one was tortured during the screening I attended, save for the mental torture of sitting through an hour and a half of gimmicky 3-D effects.

This movie is a great example of what not to do with 3-D technology. It’s stuck on the old-school philosophy that 3-D means throwing stuff at the audience to get them to flinch.

The new school of 3-D

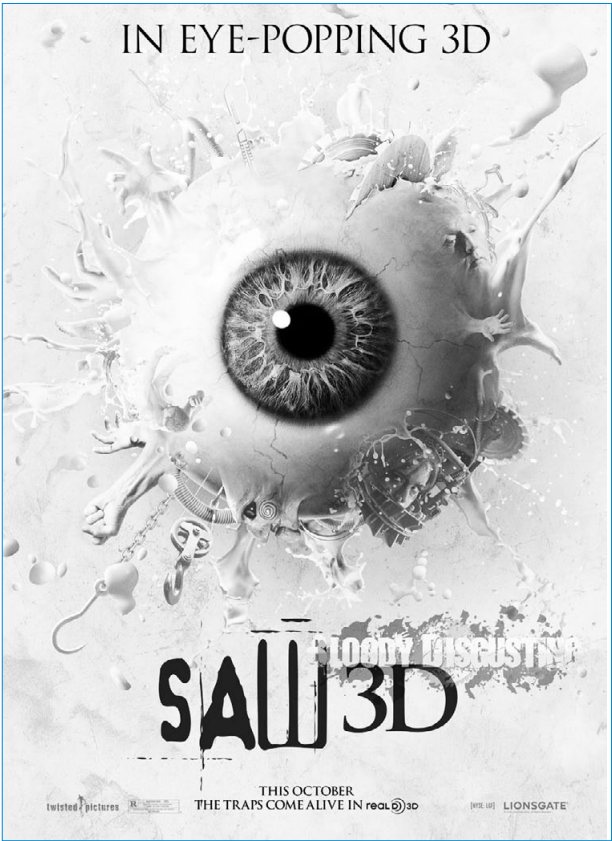
filmmaking is all about immersion and adding depth to scenes. Apparently no one working on “Saw 3-D” got the memo. What little 3-D effects the movie has are limited to bits of CGI blood and intestinal matter flying at the screen.

I imagine the decision to shoot in 3-D was primarily a financial one. The “Saw” movies were once cash cows for distributor Lionsgate, but the series has failed to bring in the same level of box office bucks in recent years.

The gross domestic box office returns for “Saw VI” dropped over 50 percent compared to “Saw V.” The higher ticket prices demanded by a 3-D release should help to counteract this reduction in profitability, but it’s obviously more of a last-ditch attempt for more money than an artistic choice.

The “Saw” series certainly had a good run. To chug out seven movies in as many years is no small feat, and for that it will be remembered. Just don’t remember it for the colossal misstep that is “Saw 3-D.”

Michael Brun is a journalism major with a minor in film studies. When he grows up, Michael would like to be a film critic or RoboCop. Or both.



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Local farm offers organic options



Jordan Langer/Student Voice
Terri Pearson showcases three eggs. Pure Sun Farm became certified organic in 1996; only two years after the Organic Farming Research Foundation began the number of certified organic producers in the U.S. they traced. The Pearsons have sold their pasture raised, grass-feed beef since they began their farm in 1982.

Jordan Langer
jordan.langer@uwrf.edu

Thanksgiving is less than three weeks away, which means millions of Americans will soon be purchasing a turkey for the feast. However, Co-Owner of Pure Sun Farm Terri Pearson said now is the absolute best time to buy beef.

The steers have been eating grass from the pastures all summer, Pearson said, so the meat is more nutrient dense than during the spring and winter when the cows eat mixed feed.

Pure Sun Farm is a certified organic dairy farm located about five miles north of River Falls on St. Croix County Road MM. Owners Dan and Terri Pearson sell their milk to Organic Valley—the nations largest farmer-owned organic company. They also sell organic meat and poultry that they raise on their farm to the River Falls community.

Pure Sun Farm is one of 13,000 certified organic producers in the U.S., according to 2007 data from the Organic Farming Research Foundation’s website.

Pure Sun Farm became certified organic in 1996.

The increase in organic farms in the U.S. is correlated with the increase in sales of organic products.

“Over the past decade, sales of organic products have shown an annual increase of at least 20 percent, the fastest going sector of agriculture, according to OFRF.

The certification has allowed Pure Sun Farm to meet the demands of some consumers who want to know

where their food is coming from and how it is produced, said Pearson.

Brenda Gabriel is one of those customers.

Gabriel has been purchasing beef and eggs from Pure Sun Farm for about five years.

“We buy their product because eating healthy, life-giving food is important to us. We know their products are not full of harmful chemicals or growth hormones which make animals grow unnatu-

“Even though organic prices are higher than the grocery store, the long term pay-off is worth it... It means a better quality of life.”

Brenda Gabriel
Pure Sun Farm customer

rally,” Gabriel said.

According to OFRF, certified organic famers have to abide by strict standards that prohibit giving livestock and poultry antibiotics and hormones.

Organic farmers also have to feed animals that are raised for their meat, dairy and eggs organic feed and give them access to the outside.

The chickens at Pure Sun Farm are free-range but Pearson said totally free-range can endanger the chicken.

A chicken that is totally free-range would be susceptible to predators such as raccoons and coyotes, so for protection, the Pearsons put them in a pen during the evening and morning, said Pearson.

“This gives them a source of fuel and water and a place to lay their eggs safely, so I am not running hither and yon looking for eggs under every tree.”

The Pearsons have been selling their pasture raised, grass-feed beef since they began farming together in 1982. The Pearsons sell their beef by the pound or in larger amounts.

Although Pearson suggests buying in large amounts because it saves time and money, many people are shocked by the price.

Including processing fees, one-quarter of beef costs around \$600.

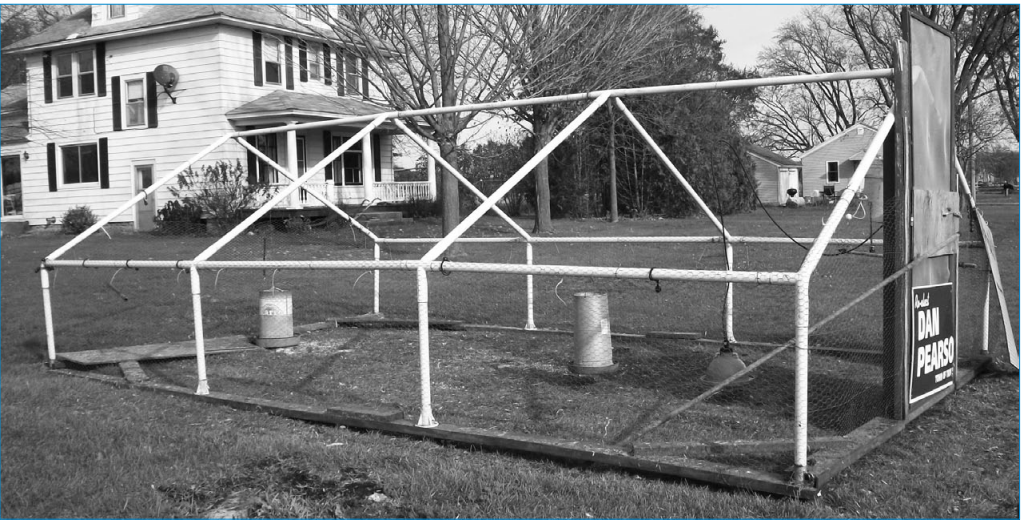
The meat and poultry sold at Pure Sun Farm is different than what is sold at the local grocery stores Dick’s Market and Econo Foods, said Pearson. For the last four years, the prices have stayed the same, but Pearson said, in October, the prices were raised slightly.

A pound of hamburger costs \$6; a fully dressed 5 lb chicken costs \$20; and a dozen eggs cost \$3.75.

“Even though organic prices are higher than the grocery store, the long term pay-off is worth it. Good health from healthy food also means less money shelled out for medical care. It means a better quality of life,” Gabriel said.

The Pearsons have a retail permit and the farm is annually inspected by the state of Wisconsin, said Pearson.

People interested in purchasing from Pure Sun Farm can call Dan or Terri Pearson at 715-425-9488 or e-mail at pure.sun.farm@gmail.com.



Jordan Langer/Student Voice
The Pearsons move the chicken coop daily so the chickens have a fresh place to reside. Pure Sun Farm, starting in 1996, is one of 13,000 certified organic producers in the U.S., according to 2007 data on the Organic Farming Research Foundation’s website.



Jordan Langer/Student Voice
Chickens being let out of the coop in early afternoon. The chickens at Pure Sun Farm are free-range but owner Terri Pearson said totally free-range can endanger the chicken. A chicken that is totally free-range would be susceptible to predators such as raccoons and coyotes, so for protection, the Pearsons put them in a pen during the evening and morning, said Pearson. This gives them a source of fuel and water.

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