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Falcon team begins season undefeated at 3-0

BAND, PAGE 2

Community members, students join forces to create new band

RODEO, PAGE 8

Large crowds flock to exciting action at annual UWRF Rodeo



STUDENT VOICE

UNIVERSITY OF WISCONSIN RIVER FALLS

September 26, 2008 www.uwrfvoice.com Volume 95, Issue 2

Professor dies after battle with leukemia

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Kamal Adam, assistant professor of agricultural engineering technology, died Sept. 23 following a yearlong battle with leukemia.

Adam was recently hospitalized in the intensive care unit at the Mayo Clinic with severe pneumonia, according to a press release from the UW-River Falls Public Affairs department.

The funeral was Tuesday in Ames, Iowa.

Adam was diagnosed with an aggressive form of leukemia last fall and was undergoing intensive



Kamal Adam

chemotherapy and radiation therapy. Earlier this year he received a bone marrow transplant from his sister and was expected to recover.

Adam first taught at Iowa State before coming to UWRF in 2005. He specialized in seed sorting technology and machinery and was in the process of developing a program on campus based on his specialization.

"He really loved teaching and loved his students," Lisa Owens, CAFES dean's assistant, said.

CAFES faculty and staff had organized a meal delivery pool for Adam's wife Salma and their three children while Adam was in the hos-

pital, and they plan on continuing that pledge, Owens said.

The Agricultural Mechanics Club, which Adam advised before his diagnosis, helped the family with tasks such as mowing the family's lawn and keeping their driveway plowed in the winter, Dean Olson, agricultural engineering department chair, said.

"It's an extreme shock to us," Olson said. "Our hearts go out to his family."

Adam is survived by his wife, Salma Atroon, and three sons, Talal, Shihab, and Mustafa.

Cards and donations can be delivered to the CAFES dean's office in room 210 of the Ag Science building.



Sally King/Student Voice

Photos of Adam and his family sit on the window sill in his empty office of the Ag Engineering building.

Acrobats showcase daring stunts to enthusiastic crowd



Sarah Schneider/Student Voice

Two members of the Golden Dragon Acrobats perform a lift during their routine Sept. 15 at the Knowles Complex. The acrobats performed for nearly 1,000 people.

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It was a night of high-flying tricks and dangerous maneuvers Sept. 16 as the world-famous Chinese Golden Dragon Acrobats performed in the Knowles Complex on campus.

After performing at UW-River Falls last spring, the acrobats made a return visit last week to showcase their unique skills to a packed house of students and community members.

"The agency [Golden Dragon Acrobats] contacted us about booking them on campus and DAC [Diversity Awareness Committee] and SEAC [Student Entertainment and Arts Committee] thought it would be a fun, entertaining and unique show," Student Event Coordinator Karyn Wells said in an e-mail interview.

According to Wells, the decision to invite the Golden Dragon Acrobats to campus again had much to do with the fact that many students were unable to see them last year due to lack of seating.

"They [DAC and SEAC] thought it would be a good idea to invite the Golden Dragon Acrobats to campus again, as they had to turn away hundreds of people last year when it was in Abbott Concert Hall," she said. "Since the event took place in Knowles Complex, we were able to seat more than 600 additional people with a total attendance of approximate-

ly 1,000."

Throughout the show, the acrobats demonstrated solid flips, tumbling and balancing acts. They also created interesting visual shapes and images.

"It was amazing," student Christina Bergren said.

The act which received the most applause was near the end of the show when one of the male acrobats continued to stack chairs on each other and perform breathtaking acts of strength and balance. He was nearly touching the ceiling of the Knowles Complex and shouted out "One more?" to the audience. He then proceeded to pile another chair onto the stack to further push his limits.

"The chair guy was really cool," freshman Ashley Cress said. "I couldn't breathe!"

The Golden Dragon Acrobats "represent the best of a time honored tradition that began more than 27 centuries ago...our company has traveled

around the world to all 50 states and to over 65 countries on five continents," according to their Web site.

The 16 acrobats, who have been training in the art form since youth, have won several awards around the world, including the National Association of Campus Activities (NACA) Entertainer of the Year Award.

Wells attended the show and said she felt that "it was a huge success. I was pleased to see so many of our students attend this event and the audience seemed engaged and excited the entire performance."

See Acrobats page 3

Wells aims to raise awareness for Wisconsin in Scotland program

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Student Life Event Coordinator Karyn Wells has assumed dual responsibilities as she takes on the job of the Wisconsin in Scotland program coordinator.

Wisconsin in Scotland is run through the Global Connections office in Hagestad Hall and is one of many travel abroad programs. Although there are twelve major programs listed on their official Web site, Global Connections Director Brent Greene said there are literally hundreds of options. Students are able to join any program that they can find at any school that they can collaborate with.

"We'd be doing our students a significant disservice if we sent you out of [UW-River Falls] without some sense of that bigger global world and how to interact in that," Greene said.

Specifically, the WIS program has been on

campus since fall 1986 and the University participates in the program with UW-Stout and UW-Superior in the West Central Wisconsin Consortium.

"[Wisconsin in Scotland program coordinator] is a new position," Wells said. "It's because they need somebody in a central location to manage the Consortium schools."

Wells works as a liaison between the schools, setting up meetings and keeping them up-to-date on the program. However, Wells said that she sees it as an interim position because in the future a director would likely assume the same responsibilities.

She said her goals include increasing student awareness and participation in the program. Since the program is undergoing restructuring (it went from five core schools to the current three), Wells said that it has led some students to believe that the program was not going to

See WIS page 3

UWRF Foundation celebrates 60 years of support to the campus

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The night was complete with a jazz band, singing choir and a grand piano, all contributing to UW-River Falls Foundation's 60th anniversary celebration.

The Foundation was established in 1948, making it the first Wisconsin state college foundation that solely commits to funding for scholarships, special fundraisers, grants and improving the campus and experience for students and faculty.



Dan McGinty

The Foundation has developed two main goals for the University. To provide scholarships for students and to raise grants for the faculty, students and undergraduates, according to Dan McGinty, the interim executive director of university advancement and interim president of the UWRF Foundation.

"The Foundation provides an opportunity for students to research over the summer," Amanda Liesch, an international studies senior and recipient of a \$2,500

grant for her research project, said.

According to the UWRF Foundation information brochure, over half a decade ago President Eugene Kleinpell and E.P. Rock introduced the idea of a foundation, previously known as the River Falls State Teachers College Foundation, to the University with the first campaign titled, "Feed the Falcon Fieldhouse Fund."

Even though the assets fell more than \$240,000 short of the goal, the University fund held strong to raising money and advancing the UWRF campus.

See Foundation page 3

VOICE SHORTS

Fall Graduation Deadline is Approaching

The deadline to apply for Fall Commencement is September 26, 2008. Applications are available in the Registrar's Office, 105 North Hall. For more information contact the Registrar's Office at 715-425-3342. Information regarding graduation and commencement can be found at <http://www.uwrf.edu/commencement/>.

Y Lot to Transition to Metered Parking

Within the next couple of weeks, Y lot will be changed back to metered parking. To accommodate all Y lot permit holders, the 2nd portion of Q lot will be changing back to employee parking. So, Y lot permit holders will be assigned to Q lot and some to C lot. If you have any questions or concerns regarding this issue, contact Wendy Penny at wendy.penny@uwrf.edu or extension 3133.

Cyclist killed in traffic accident

Dustin A. Turtle, 22, of River Falls was killed Sept. 22 when his bike was struck by a motor vehicle. Turtle was traveling westbound on County Road U and was struck by the vehicle while attempting to cross Highway 35. The driver of the car, UWRF student Aaron B. Cernohous, 23, of Hudson, received non-incapacitating injuries during the collision.

Voice Shorts compiled by
Natalie Conrad



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Corrections:

In the September 19 issue of the Student Voice, an article about CAFES food science program incorrectly reported that Advanced Food Products, LLC donates money to the University. The company does have a history of hiring food science majors, but does not contribute money directly to the University.

Community members join UWRF Band in concert

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This semester will mark the first time ever that community members and students will join together in a cooperative band at UW-River Falls.

The University Band, who will have two performances during the fall semester, has already begun practicing. Music professor Andrew Parks was chosen as the conductor for the band after playing in a community band for the last 10 years.

“We combined two ideas; we took this community band that’s only running through the summer and combined it with the extra students we weren’t able to fit in the symphony band,” Parks said. Previously, UWRF had two bands on campus. The Symphony Band is, and will remain, the premier band. But now, instead of having a concert/pep band that plays at sporting events along with having concerts, the music department split it into a pep band and the University Band.

Some students, like Kimberly Cone, have the opportunity to play in more than one band. Cone plays in the Wind Ensemble in the Symphony Band along with playing the French horn in the University Band.

“I enjoy the different types of music.” Cone said. “Wind Ensemble is a challenge technically whereas University Band challenges my range and my ability to blend.”

Though combining community members and students in one ensemble is new to UWRF bands, it is not the first

time it has been done on campus. The St. Croix Valley Symphony Orchestra, which has always included community members since it began in 1899, has been under the direction of music professor Kristin Tjornehoj for the last 16 years.

Along with directing the orchestra, Tjornehoj founded the St. Croix Valley Community Band, which only performs during the summer, 25 years ago.

“People [in the community band] have pressured me for a while for a year long band,” Tjornehoj said.

Tjornehoj, the mastermind behind the University Band, said the idea was sparked last June when the community band invited students on the band’s trip to Prague.

“It was interesting because at first the students weren’t too crazy about going on a trip with older adults and older adults weren’t crazy about going on a trip with students,” Tjornehoj said. “But as the trip went on the interaction between students and adults was unreal.”

Tjornehoj chose Parks to be the director of the band because he was the “most natural choice” because of his involvement with the community band and at UWRF.

According to Parks, there are currently only three community members, compared to 18 students, in the University Band. Cone said the interaction between the two groups has thus far been positive.

“I really enjoy playing with people of all ages,” Cone said. “The community members don’t think about us as ‘col-

lege students,’ they treat us like musicians; there’s a lot of respect.”

Maria Olson has been a member of the St. Croix Valley Community Band since 1995 and will be a percussionist for the University Band this fall.

“My hope for the University Band is that we will build a fun, enjoyable, great sounding ensemble that band members will be proud to play in and UWRF as a whole can be proud of,” Olson said in an e-mail interview. “I think the interaction between community band members and students is great. Students get to benefit from the experience of community band members and community members get to stay young hanging out with students.”

Parks said although the expectations for the band are not extremely high, he likes to conduct challenging music and will choose music to challenge the students and community members.

“The trick is to try and choose a range of music that satisfies everybody, so that everybody is happy,” Parks said.

As far as the music he will choose to conduct with the band this semester, Parks said he will challenge the musicians.

“I like to conduct the classic band literature, something that you can really sink your teeth into,” Parks said. “Maybe it’s difficult for the players and you’re going to have to help them solve problems; and also challenging to conduct.”

The University Band’s performances are scheduled for 7:30 p.m. Oct. 4 and a holiday extravaganza at 7:30 p.m. Dec. 11.

UWRF launching CityWatch program

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UW-River Falls is implementing a new campus security program called CityWatch that will be used to quickly notify students and faculty in the case of an immediate danger on campus.

Blake Fry, special ssistant to the chancellor, sent e-mails to all students Aug. 28 with information on how to sign up for CityWatch. The message instructed students to log onto eSIS, click on the “Self Service” link and then the “Phone Numbers” link. There they can add the most appropriate phone number, mark it as an emergency notification number and save it to eSIS to be used in the CityWatch program.

“CityWatch enables UWRF to send out emergency notifications to the campus community via voice messages, text messages and e-mail,” Fry said in an e-mail. “This emergency notification system will only be effective if a majority of the campus population provides an emergency notification number.”

Fry gave further details on the program in a telephone interview.

“CityWatch was not only more affordable than some other systems, it provides greater capabilities,” Fry said. “UW-La Crosse has their own partnership with the City of La Crosse, and they also chose CityWatch.”

The recent school shootings at Virginia Tech, Northern Illinois and Delaware prompted other colleges across the nation to reconsider their safety and emergency plans. In 2007, UW System President Kevin Reilly assembled a security task force to investigate the safety and risk management of Wisconsin’s universities.

New amendments were also added to the Clery Act on college security in August. Colleges are now required to immediately alert the campus and surrounding community of any immediate threat to their students’ safety.

UWRF was already working on the CityWatch initiative before the UW task force or the Clery Act amendments, Fry said.

“I think they’re still in the process of implementing it,” Risk Management Officer Connie Smith said. “It’s a joint effort between the city, county and the University. A method of communication is really what it’s all about.”

Smith also heads UWRF’s Continuity of Operations program, which is designed to manage recovery efforts, repairs and insurance reimbursement in case a disaster happens. Senior psychology major Julie Markfort said she generally felt safe at the University, day or night.

“Most of the time the buildings are pretty well lit and there’s people walking around...and there’s always Public Safety going somewhere or another.” Markfort said.

Freshman communicative disorders major Linnea Osterberg also said she was not concerned about safety at UWRF.

“I’ve never been worried about it. I’ve been with other people every time I walked somewhere.” Osterberg said. She added that she would be “a little nervous” walking around campus at night.

According to Public Safety’s Web site, the department focuses on preventing crimes from occurring rather than reacting to them after they happen. In those cases, UWRF usually turns to the River Falls Police Department. Public Safety’s site also points out other precautions such as UWRF’s 20 outdoor emergency phones, and an escort option for students who do not want to walk through campus alone in the evening.

New aspects of the Multicultural Student Services increase program advantages

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The administrative structure of Multicultural Student Services is undergoing changes that will include dividing the administrative structure, hiring of new staff and creating new programs that will increase the ability to serve individual students’ needs.

“The emphasis at the University is how we can concentrate people separately so that students get exactly what they need,” Multiculture Student Services Coordinator Linda Alvarez said.

The changes started two years ago with new buildings and the reorganizing of administrative offices into separate departments. The Dean of Students Office, which used to be responsible for student health and counseling, career services and multi-cultural services, was dissolved in Jan. 2007 to become a division of Student Affairs.

“Student Affairs absorbed the health and counseling center, judicial affairs and was charged with determining how best to address programs, support and advising for our Heritage Student Organization and our GBTQ population on campus,” Associate Vice Chancellor for Student Affairs Gregg Heinselman said.

The goal is to make each service suited for the student. Instead of placing all aspects of University life into one program, they have now split up these features to better accompany the students.

“[The reorganization] will bring expertise for the students and it will also provide better programming,” Special Assistant to the Chancellor Blake Fry said.

The hiring process has begun for a socicultural program coordinator who will be part of the Student Life staff. They will be responsible for supporting and advocating programming for multicultural organizations and the

Gay Straight Alliance.

“We’re looking to recruit and hire an individual that will be an entry-level professional that will work directly with students,” Heinselman said.

The new hire will be involved in student clubs and organizations, cultural programs, the Diversity Awareness Committee and will be active in the community. The screening for applicants will take place in October and a new individual will be hired this winter. Students can also be involved in the hiring of the socio-cultural program coordinator by voicing their opinions in the meetings. The meetings will be open to the public.

Along with the division of Student Affairs and the hiring of a socioculture program coordinator, there are new programs that are in development. One program is the Emerging Leaders Institute. The Emerging Leaders Institute brings students and professors together to create innovative ways to get

students’ contribution for success, according to their Web site.

Workshops are also being put together to enhance students’ life. These workshops will provide leadership skills and study skills that will encourage academic success. There are expected to be two workshops a semester that will be open to all students on campus. There will be two team leaders who will be getting students’ input on what they would like to see covered in these workshops.

“Part of our mission will be reaching out to students in a variety of capacities,” Alvarez said.

With the collaboration of these changes to the Multicultural Student Services, students will be able to seek help with academic success as well as personal growth.

“It’s a positive step,” Heinselman said, “It will begin to lay a foundation for programming in support of some identified populations.”

RIVER FALLS POLICE/PUBLIC SAFETY

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

September 15

-Brandon M. Andrews, 18, was cited for speeding.
-A bike was reported stolen from the bike rack outside of Parker Hall.

September 16

-Amy B. Aho, 19, was cited for failure to obey a stop sign.

September 17

-Kellianne Welna was cited for a hit and run.

September 19

-Peyton E. Ramm was thrown from a horse during the rodeo and was taken to the River Falls Area Hospital after complaining of shoulder, neck and back pain.

September 20

-A broken side mirror was reported on pickup truck in E-lot by Johnson Hall.

September 21

-Andrew J. Celt, 18, was found unconscious outside the University Center. He was taken to the River Falls Area Hospital for treatment of alcohol poisoning.

Acrobats: Golden Dragon performers return to UWRF as part of Wyman Series

from page 1

Wells also said she believes that the acrobats' appearance on campus serves to teach about "the importance of strength, flexibility and teamwork—not just on the stage but in our daily lives as well ... the acrobatic art has existed in China for more than 2,000 years and I hope this inspired individuals to learn more about, and appreciate, this art form."

Aside from the acrobats, there are



Karyn Wells

many other Wyman Series events sponsored by DAC and SEAC, including the annual Unity in the Community to be held next April.

"I think [events like this] really expose people to different cultures and makes it fun," Cress said. "I'd definitely come back next year."

Wells said the goal of the program is to raise awareness and showcase diversity.

"An important part of the collegiate experience involves broadening one's horizons and learning about other people, cultures and traditions," Wells said. "Diversity Awareness Committee strives to create awareness of the unique qualities of all students at UW-River Falls and, ultimately, celebrate these new differences."



Sarah Schneider/Student Voice

The Chinese Golden Dragon Acrobats perform a routine Sept. 15 at the Knowles Complex. This is the second straight year the acrobats have performed on campus, as they were also at UWRF last April.

WIS: Future of program still undecided

from page 1

continue. As a result, Global Connections is working even harder to recruit students for the program.

Every semester, faculty and staff are drawn from all three Consortium schools and additional schools that want to participate in the trip to Scotland. Students maintain a regular class schedule of at least 12 credits in addition to Scottish courses taught by Scottish faculty, a weekly Scottish-focused field trip, optional internships at Scottish businesses and general immersion in Scottish culture.

Although the level of immersion is largely left up to the students, they quickly adapt to the new setting. Study Abroad and Lead Peer Advisor Daniel Bochman said the confidence that students gain is one of the program's biggest assets.

"When [the students] first get there, you notice that they need to be walked to the bus stop that's just up the hill," Bochman said. "And by the end of the March, they're off to Barcelona for the weekend by themselves."

More than just being exposed to Scottish culture, Wells and Bochman said that students are near Edinburgh, which is the travel hub of Europe and the number one tourist city for Europeans. One of the draws is that very little rebuilding has been done in the city and much of the original city is intact.

"If you want to see an authentic city, Edinburgh is

the one to see," Bochman said. "And you're going into an international environment there."

Students stay at Dalkeith House, a 300-year-old manor in the Midlothian region of Scotland. Greene described it as an idyllic setting.

"Imagine the old days [and] this college in the East when the U.S. started with the faculty living with the students," Greene said. "That's what we're creating in an international setting."

The cost of participation in

"If you want to see an authentic city, Endinburgh is the one to see."

Daniel Bochman, study abroad & lead peer advisor

the semester-long program during the fall and spring is \$7,495, while the 6-week long summer program is estimated at \$5,495. The cost covers tuition, shared rooms, and meals while school is in session, bus tokens and official field trips, according to the WIS official Web site.

"WIS is the absolutely best full semester study abroad value in the nation," Greene said. "Typically similar programs would cost anywhere from \$10,000 to \$16,000 plus."

The low cost does not come at the expense of quality.

Greene said that it is the way that the program is structured with its economy of scale. The participating uni-

versities split the costs of faculty salaries, and students are required to work at least four hours a week so less is spent on in-house staff.

"Students are used to maintain many aspects of the program in Dalkeith House, whether it's cleaning responsibilities or cooking responsibilities," Wells said. "I remember when I was there as a student, I worked in the kitchen."

Wells participated in the program in 2001 as a student, while Bochman is a current student that has participated in the program. Both said that it was a positive, life-changing experience that led to greater independence, greater confidence and greater global awareness.

Katie Herr, a senior English major, said that the program was the most amazing experience of her life. She said she enjoyed the live-in community at Dalkeith House, having Fridays off to travel and being in a new culture and experiencing new things.

Along with many other travel abroad programs, the WIS program is facing problems with the low value of the dollar. The withdrawal of two Consortium schools from the program at the end of summer 2007 also increased the financial burden on the remaining schools. Global Connections combats higher costs by continually seeking to increase the number of participating schools and the program is open to students outside of the three Consortium schools.

Expansion could involve incorporating Minnesota and Iowa schools, Bochman said. However, a specific plan on how the program will be expanded is currently in the works.

"There will be some pretty important discussions in the next few months about the future of the program and which direction it is going to go," Wells said. "It is a really exciting time right now for the program."

Foundation: Fundraising efforts to focus on health and human peformance center, Ramer Field

from page 1

Throughout the 1950s and 1960s, the University concentrated on retaining a relationship with UWRF alumni well after they graduated through an alumni magazine, a distinguished alumni award, annual alumni giving drive and a visiting professor program.

From the first student telethon established in 1971 to the creation of the Student Alumni Association in 1985, the Foundation has raised over \$400,000 and awarded more than 260 scholarships.

According to the UWRF Foundation informational brochure, in the 1980s the Student Alumni Association and the Faculty Grant Program was established. The Foundation continued to grow, and by the early 1990s, the Foundation assets and scholarship programs both reached \$1 million.

In 1994, the Foundation helped raise funds for the Swensen sundial, which is located on the Kleinpell Fine Arts building.

Two years later, the Reach for the Futures Capital Gifts Campaign was created that launched more academic scholarships, supported new and advanced technology, provided support towards the growth of the campus faculty and the Wisconsin Academic Excellence Scholarship.

The Lucile Sprigg gift was the largest donation given to the foundation, according to McGinty. The \$1 million gift, given in memory of Roy and Maude Spriggs, was donated to establish scholarships among the leaders of the student body.

The UWRF Foundation has always seen "a steady growth" since the beginning of the non-profitable organization, McGinty said.

"Within the last five years, the foundation has received \$1.5 million each year, entirely from gift income," McGinty said.

The continued success of the foundation has been maintained thanks to the "37,000 alumni of UWRF," McGinty said. "Without a doubt, people love this University and we hope for them to support it."

According to McGinty, alumni, along with corporate support and friends of the campus, have donated by direct mail pieces, through the fall telethon, spring phone charity events and through the UWRF Foundation Web site.

"The Foundation keeps alumni informed about how the campus is developing," Amy Robak, a junior majoring in conservation and land-use planning, said.

Without the donations from the alumni and other supporters, the annual changes made to create a safe and educational environment for the students and faculty would not be possible.

"We are forever grateful of donators. We cannot thank them enough," McGinty said.

Going into 2008, the Foundation has more than \$14.1 million in net assets, 583 scholarships were granted and the future goals for the UWRF campus, students and

staff are strong.

According to McGinty, future fundraising campaigns will center on the improvement of the health and human performance center and remodeling Ramer Field.

"The act of soliciting will help reach the \$2 million goal over the next two to three years beginning this spring," McGinty said.

The University, students and faculty benefit from the Foundation and everything they hope to improve and maintain on campus.

"I really hope the Foundation continues to be able to support undergraduate research, summer grants and school year grants," Liesch said. "The Foundation does a lot of work that's not visible to us."

Besides raising funds for the University, students can help the UWRF campus by improving the experience of the next generation of undergraduates and faculty.

"Share the message about how special this campus really is," McGinty said. "And how special our teachers really are."



Sally King/Student Voice

UWRF junior Emily Pfannes calls students to remind them about attending the University Foundation's Scholarship Dinner, to be held Oct. 5.

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Downtown River Falls

EDITORIAL

Sodexo’s current menu lacks variety

After the incessant complaining in past years about the food service provided by Chartwells, the UW-River Falls’ students and administration made a good choice in making the switch to Sodexo. Since the switch to Sodexo, we have noticed an increase in some areas, such as overall food quality. But some problems still need to be addressed to fully win the approval of the student body. During the initial bidding process Sodexo made a presentation to Residence Life in which they touted a diverse menu for the Riverside Commons area. The current menu at Riverside Commons does not seem to reflect these same values. The food choices seem to be the same day by day and consist of unhealthy choices such as pizza, chicken nuggets, corndogs, sandwiches, a salad bar and not much else. Where are the diverse food choices we were lead to believe would be a staple to this new food provider?

The variety of options slightly improve at the other dining venues, but only Ultimate Baja offers transfer options. The prices at World of Wings, Sub Connection and Mein Bowl are high enough as to scare off students with meal plans. More transfer options should be available since all students who live on campus are now required to purchase meal plans.

Cleanliness is also becoming a concern now that trays are no longer available. Sodexo had good intentions with eliminating trays, but it is resulting in unforeseen consequences on the overall cleanliness of Riverside Commons.

Crumbs and spills that were once caught by the trays are now accumulating on the tables. During peak hours students are hard-pressed to find tables that are not littered with crumbs, spills and various dirty silverware. The goal of reducing waste by removing the trays is a noble one, but students should be able to expect to sit down at a table without having to eat in the prior student’s filth. This problem is not solely on Sodexo; it should be a common courtesy to clean up after yourself when leaving a table. It is to be expected that small problems creep up while the new food provider adapts to our campus, but that is why it is important to address these problems now before popular opinion changes and Sodexo becomes the new Chartwells.

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

UNIVERSITY OF WISCONSIN RIVER FALLS STUDENT VOICE

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Universe wants human mind to be happy

There are really only two conditions of the human mind: very, very happy or about to become very, very happy. Which are you today? I’m both. A long-distance friend e-mailed me today with this message. Although this is a passage from the book “Notes from the Universe,” by author Mike Dooley, it struck me at a time I was feeling blue. We are only happy or will be happy.

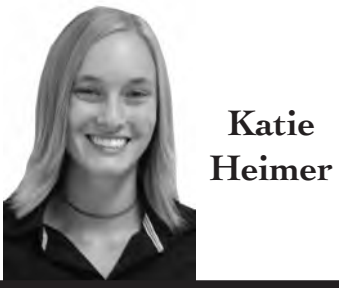
For those who believe in fate, that all things happen for a reason, do you believe in the universe as your energy source? The powers that be want you to be successful. Your happiness is the goal of the universe, if it believes in goals. To be in sync with this universe is acknowledging the universe thrives on your dreams coming true. Do you know your surroundings? The environment that your soul reaches out to for comfort, sustainability, prosperity; are you in sync with it? She tells me, “You can always tell an old soul by how friendly they are to trees.” Understand your earth. Understand that earth provides life for you and your friends. Love your earth. Do you love your job? If not a job you have, do you love your school? These things provide you with the means of having the things you want and need. Care for these sources but do not dwell on them. Many tell me of their anxiety. They never learned in school or their jobs how to relax. First steps to relaxation: breathe, hang loose, enjoy and nothing will hurt.



“What inspired you this week?” she asked me. Only deadlines and politics filled my head this past week, so I thought. But why did I do the things I did? My actions were fueled by impulsiveness and routine. Can my impulsiveness lead to inspiration? A soft melody and a brooding voice in bedroom rock inspire. The bright color in changing leaves inspire. A wasp trapped in a classroom of North Hall inspires. Caleb Stevens wrote about his way of saving time in last week’s Student Voice. I believe Stevens is exactly right in his theory. Don’t fool yourself into thinking that you won’t get the grades if you don’t push yourself harder. Relax. Take a break from that stressful course and obnoxious classmates. Get your priorities straight and realize your own health is more important than a silly deadline that is only important to your instructor, who probably doesn’t like you anyway. The universe is waiting for you to realize this. Take the time to clear your head of the dirty dishes piling up, the big exam looming over your head, the guilt of eating too much ice cream and the shrinking numbers in your bank account. As you’re reading this, don’t feel bad for zoning out in class or getting up to leave early. Lay back, sip a cold one, read the Student Voice and chill out. You can achieve bliss. You can have anything you want. You can have Zen. The universe wants you to.

Events scheduled for entertainment, variety

We are nearly a month into the semester and undoubtedly many of you have had a chance to nestle comfortably into some semblance of a routine. For some, that may be calling home during commercial breaks in hopes of coercing your mother to get the lead out on that care package. For others, it’s walling yourself into your room and getting your 4.0 on. Still others may be putting on just the right pair of baggy jeans or glitter lip gloss and heading out to someone’s sagging porch or dingy basement for a house party. Hopefully, however, some of you are taking advantage of a few of the events going on around campus. Contrary to popular belief, college does not have to experienced solely through exam (or breathalizer) scores. Part of college life, as new students should learn and old ones should know, is getting more out of your tuition than a classroom education. For as small a campus (and town) as River Falls is, it can put on a hell of a show as far as student entertainment is concerned. It also strikes a pretty good balance between educational events and ones catered to pure amusement. Last week I attended the Golden Dragon Acrobats show, part of this year’s Wyman Series, which always comes up with great events. I went to see them last semester and their performance was so flooring it compelled me to invite eight other people to come along this year. My jaw is still on the ground. My point is, if you don’t attend at least some of the events that interest you, you may miss a presentation so great it brings you back the next year, or dislocates various parts of your anatomy. Some events coming up in the near future include a presentation by George Watsky, a slam poet performing in the Falcon’s Nest at 8 p.m. on Thursday Sept. 25th, which looks to be amazing. That same night, from 6 to 8 p.m., all you can eat traditional Arabic food is being served at Journey House (across from Karges). Speakers will talk about elements of Arabic culture as well, all for the low, low price of \$1. Being that my cupboards and wallet are almost empty, I am likely to be the jerk in line next to you eating directly out of the dish and growling at passersby. “Coffee with The Times” is an example of a series great for those of



you academically minded, or those who wish to be. The sessions are held in the Breezeway of Davee Library and include discussion, opinions and refreshments. Social and political organizations put on a great deal of informative (and fun!) events on campus. They include regular meetings of each organization, public debates, as well as putting together panel discussions, providing voter, volunteer and campaign information and bringing in guest speakers. I am particularly excited about Ayisha Zaki, an international speaker from Beirut, Lebanon hosted by the Union of Democratic Progressives, a newly formed group here on campus. She will be discussing issues surrounding US foreign policy in the Middle East at 7 p.m. on Thursday Oct. 2 in the St. Croix River Room (third floor of the University Center). So let us get up, dust off the Dorito crumbs, and experience something that will cost us almost no brain cells and no money. Trade that inevitable underage drinking violation for some wicked blisters in the next ping-pong tournament. Actually have something to say the next time you are asked about current events. Trade stories about something more interesting than that time last week when you passed out in your roommate’s bed. Go, experience, enjoy!

Something on your mind?

Write a letter to the editor.

Submit your letter to editor@uwrfvoice.com or deliver it in the box outside 304 North Hall.

Textbook services rule as dictatorship over students

Eric Bertram
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I cannot help but indulge in the overwhelming possibility that our textbook operations could be more corrupt than the old mafia.

That is, of course, if the mob is not already managing the operations within our textbook library to some degree.

My story is one of bias and truth.

Last spring semester I turned in my books without any fines or problems. Three months later, I received a notice that one of my books was covered with “a red substance.”

Not knowing what was going on, or how a red substance made its way into a book I never opened or even knew I had until the end of the spring semester, the situation was beyond me. However, the folks down at the textbook services maintained that since I was the last to use the book I was guilty of the crime at hand.

The first thing I thought of was my desire for a fair trial where both sides of the story could be heard. In reality though, textbook services is the judge and jury: God of all book penalties—rivaling communism at the height of its reign!

Being the intuitive or obnoxious person I am, I asked why they did not notice this red goo when I turned the book in. They quickly got defensive and explained they would have.

My first response was “you’re an idiot,” my second response was “you’re an idiot.” Let’s just clarify this—they would have caught it but since they didn’t, I am fined.

That is not a misprint, readers. Clearly I had not deceived the all-knowing textbook services, but I knew protesting was as pointless as expecting to turn in books without getting a fine. So I paid my unjust trial with the money I had hoped would go toward rent, food and a bowling league this fall.

The story continues. I went back into the shrilly basement this fall and felt similar to O.J., except I was innocent. All the workers stared me down like hawks. I am certain they were instructed to make sure I did not spray red goo on other books, since I was that kind of guy.

All went smoothly and I received my books no questions asked. However, I was forced to drop a class and turned the books in a week later.

My naive nature led me to believe I was in the clear. No. I needed to turn them in four days after the class was dropped. Their reasoning was that others potentially needed my books. I noticed, however, that there were at least 10 to 15 books identical to mine sitting harmlessly on the shelf.

I did not argue, I simply realized that a book checked out is an inevitable fine.

So freshmen beware, it is a battlefield down there and their bullets are fines. Our bullets are futile words that we think can help our situation. So, keep your ear to the grindstone UW-River Falls.

Eric is an English education major with a coaching minor and aspiring hand model. He loves the Golden Gophers, basketball and his girlfriend Rebecca.

Once-upon-a-time summer vacations morph into laborious hours of pain

Yours truly was sitting in an unnamed class on the first Friday back from summer vacation—which, by the way, is not a vacation at all.

Back before I traded my ninja turtles for a check card and college debt, I had real summer vacations.

I had vacations that would make Chevy Chase blush. I would sleep until 10 a.m., get up to turn SportsCenter on and then sleep for the rest of the morning until 1-2 p.m. I know we all remember those days.

I’d spend all day making up games in the yard involving wooden tennis rackets (until they broke), a homemade water balloon launcher (until it broke) and a cardboard box/spaceship (until it broke). I broke a lot of stuff—but never my own bones, which is nice.

After it all broke I’d retire to my room with a buddy and play some Tecmo Bowl. Personally I never got into Tecmo Super Bowl. I respect those who made the transition to Bo Jackson, but I could never get over the brilliance of Walter Payton and Willie Gault.

The point is this my friends: somewhere along the line summer vacation turned into an involuntary summer work program and, I don’t know about the rest of you, but I never got it back.

It all began four years ago. At the time I didn’t realize it, but after my senior year of high school I embarked on the final summer “vacation” of my life. No worries, no responsibilities. I just blew all of my high school graduation money and headed off to Augustana College flat broke (except for a little financial assistance from the old man).

After breezing through my freshman year of college, I came back home ready for some summer relaxation. But to my surprise the financial support had all but run its course and my parents

expected me to work. After a little bit of diligence, I got an interview with Bradley & Sons Maintenance. My job interview consisted of the owner, Duane Bradley, screaming at me in a bank parking lot using a lot of expletives (that I will not include in this column because I, unlike many of the other “writers” for this paper, hold myself to some journalistic standards).

Long story longer, I aced the interview and broke into the work force by mowing lawns (actually I didn’t mow, I ran the trimmer aka weed whipper) with a retired police officer in Woodbury.

That was the worst summer of my life. I used to see myself trimming when I closed my eyes. I almost quit like five times, never talked to anyone but the boss at work because

I didn’t speak Spanish and vowed to never mow lawns again.

And I never did, except for the summer after that.

I look back at my former summer vacations with appall and the ten-year-old kid inside me wonders how anyone could ever

be excited for summer to be over and school to start back up.

That is where I am at: sitting in school ecstatic to not be working manual labor for 50 hours a week. I look forward to a lifetime of non-manual labor jobs because I hate it, but after working them I respect the men and women who work them even more.

I worked my final manual labor job this past summer. I built retaining walls, which is much better than mowing lawns, for 50 hours a week. Let me tell you, it sucked. But on July 4 my wife gave birth to my son Levi and, even though work stunk, and even though it wasn’t a vacation, it was the best summer of my life.



Caleb Stevens

... somewhere along the line summer vacation turned into an involuntary summer work program ...

Branding battles result in billion dollar spending, product pushing

How many dollars do we spend annually on advertising, and to what ends? After asking myself this question I decided to try and get to the bottom of it. I did a quick Web search and found a Web site called adage.com, which may be familiar to some business and marketing majors.

Though it is a somewhat complicated and messy Web site, it has some very useful information, such as market data for the annual amount of money spent on advertising, which was my goal in the first place. I went down to the Marketer Family Trees section which documents the amount and what kind of spending by the top 100 companies in America.

There were no cut and dried statistics as to just how much money was being spent overall, so I decided to do a little math of my own and added the first ten companies spending totals together to reach an amount larger than \$11 billion.

Now I felt a little closer to the answer and could make an educated guess that the United States was spending somewhere over \$110 billion dollars a year on advertising. The list was ordered alphabetically, so the numbers should be representational of the average, as the standings were staggered.

To me this amount is shocking and suggests a reality which can be upsetting. Perhaps if some of that money could be better appropriated, it would not have led me to such disdain for the media and advertising. However, I could come to only one conclusion, that the mass media is constantly pushing new advertising on us and trying to cram new and advantageous products down our throats, with little or no real benefit to society. The Gap alone spent near-

ly \$400 million on advertising in 2007.

Now don’t get me wrong, I am all for capitalism and free markets, but society is coming to a point where profit margins are becoming more important than humanity. It seems that what you buy defines who you are, and this seems entirely contrary to the natural order of humanity.

With something as simple as clothing, many people fall under the false assumption that clothing style represents a group—as though no matter what, each person should constantly be seeking affirmation as a part of the group. It is entirely plausible that today our idea of what it is to be a “group” and what these groups mean to us are not notions created by us, for us, but created by a mass marketing machine built to sell, sell, sell.

Does anyone else find it disturbing that we separate ourselves from each other based on labels created by external forces? It is as though we are all islands in a vast ocean—interconnected by our foundations, but all with different features. We are afraid to cross the water and meet someone new simply because advertising has told us that “this island is scary,” or “this island will hurt you,” or “this one will reject you.” Our islands are being connected in more ways than we have ever imagined—from the television to the radio to the cable, yet it is possible that we need to be looking closer at these outside influences and how closely they are affecting our lives.

Zach generally spends his time forming opinions, though when he is not doing that, he is trying his damndest to destroy them.



Zach Hauser

Advertisements saturate society, plague populous

I hope I’m not the only one who has a love/hate relationship with their major. My major is marketing communications, and academically, it’s been real enjoyable so far. The breadth of the marketing field is sort of what drew me to it in the beginning. But I can’t help but feel ambivalent toward the obnoxious and sometimes evil nature of marketing. Sure, the pros will all say “We’re innocent! We’re only delivering value to the customer.”

Junk mailers, spam e-mail, relentless internet pop-ups, Jared Fogle, insidious advertising, the menace of adware, the slow erosion of personal privacy—all of these are unfortunate side effects of the field I’m dedicating myself to.

Most subjects under the marketing umbrella are fine by me. Downright fascinating even. But it’s hard to ignore all the tiny things that make me want to hurl bowling balls at my television set or my computer screen.

First of all, advertising is EVERYWHERE. It seems to inhabit every available inch of space in the public square. This is sure to get worse as time passes. For example, the world of sports is one utterly dominated by sponsorships and corporate overcrowding. Beach volleyball players sometimes play with corporate logos screened onto the ass portion of their

bikinis or shorts. We have to deal with places called “Cingular Field” or the Phoenix Coyotes superbly-named “Jobing.Com Arena” (I’m serious. Wikipedia that shit).

Promotional events are nonstop: come get a Minnesota Twins poster schedule presented by Hardware Hank! Or get a Michael Cuddyer bat presented by Waste Management! Or join the “Celebrate Diversity Day” at the dome, presented by McDonald’s! All real Metrodome promotions.

Lots of promotions are sweet because they entail the giving of free stuff to the masses. Most people like this, but the price we pay is total corporate saturation. Go to a sports game—notice that everywhere you look there’s a freakin’ logo or brand image or company name. Absurdly enough, I’ve even seen baseball players on TV wear brand-imprinted eye black!

Good advertising is a nice thing to enjoy from time to time. The best commercials on TV are like little movies—they can be downright enjoyable. But bad advertising is a plague and a curse. No Dr. Scholls, I’m not “gellin.” Don’t ever ask me that again. Tell me what else is priceless, Mastercard! Your shrewd advice really helps me set my priorities. We all know the one word to describe

Kraft Krumbles: they’re KRUMBELIEVABLE. And FreeCreditReport.com somehow manages to make credit reports even less hip than they were before.

Judging from these dreadful commercials and the swarm of other obnoxious ads in mainstream media, I’d say most people in the marketing industry right now are unimaginative and completely out-of-touch. Perhaps this wouldn’t be giving them a fair shake, though. The unfortunate reality in many cases is that in this industry, advertising serves one purpose: to increase profits. Creativity and originality are often tossed to the side as dollar signs become the only thing to focus on.

Why do we put up with so much advertising? Why do we sit and watch fifty minutes of crappy commercials before the movie starts at the theater? According to CNET News, 95 percent of all e-mail sent in 2007 was spam. How do we keep from lighting ourselves on fire?

Well, advertising does have lots of purposes. Ads keep content online free and relatively convenient. They let us know about important events, promotions and products. They even have the power to define our culture and how we interpret it. But in the words of comedian Bill Hicks, “You scumbags, quit putting a goddamn dollar sign on everything on this planet!”

Joe is interested in movies, religion, politics, culture and people.



Joe Hager

STUDENT voices

What do you think of advertising and how does it effect you?

Alex Halverson, senior

“Makes me want things I don’t need.”



Cassie Seifert, freshman

“Sometimes it’s annoying, makes me want to buy stuff sometimes.”



Paul Schreiner, freshman

“It doesn’t make me want to buy it, doesn’t change my mind.”



Calleigh Stavig, junior

“It can be negative a lot of the time, it kind of encroaches on our lives, you can’t really escape it.”



Changmean Kin, senior

“It doesn’t make me want to buy something new, unless I wanted it before. I enjoy watching the commercials.”



Falcon soccer off to rough start

Justin Magill
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2008 has started eerily similar to last year for the UW-River Falls soccer team, posting a 1-7 record after a 2-14-3 finish last season. “We are still learning how to win,” Falcon Head Coach Sean McKuras said. “We’re not where we need to be right now.” The Falcons are in last place in the WIAC through three games with losses to UW-Stout, UW-Eau Claire and UW-La Crosse. UWEC is the three-time defending WIAC champions and has not lost a conference game in the past three seasons. They are 1-0 in WIAC play this year. Through eight games, UWRF has been outscored 18-7 and is averaging less than 10 shots a game. Opponents are attempting more than 15 shots a game on the Falcons. “We have to find a way to put the ball in the back of the net,” McKuras said. “We are able to compete, but we have to finish.” The season has started with stiff competition as UWRF has played against three conference champions. Eau Claire, the 2007 Minnesota Intercollegiate Athletic Conference champions Concordia College-Moorhead (Minn.) and the College of St. Scholastica, the 2007 Upper Midwest

“There’s no give away game for us this year.”
Amy Piersak,
senior soccer player

Athletic Conference champions. The remaining schedule has no easy games, senior Amy Piersak said. “There’s no give away game for us this year,” she said.” All games will be a challenge. No 12-0 games will happen this year.” Of the 21 players on the Falcon roster, they have six freshmen and are one of the oldest teams in the conference, but are still at the bottom when it comes to wins and losses. UW-Superior has 14 freshmen and UW-Whitewater has 13, but are also at the bottom of the WIAC standings. Last season UWRF finished seventh in the conference with only one win in conference play against Superior, who finished last with no wins in the WIAC. “It’s been tough,” Piersak said. “Little things need to click like a clock. If one of the hands isn’t working, then it all falls apart.” McKuras is in his seventh season as head coach and has not had a losing season until last year. The most wins the Falcons had since he



Renae Bergh/Student Voice
Falcon women’s soccer player Megan Rasmussen attempts to kick the ball away from UW-La Crosse’s Sara McClellan in a Sept. 20 match-up against the Eagles.

has taken over was 17 in 2003, six of those coming in the WIAC, which was also good enough for the conference championship. He had double digit wins from 2002-06. There are eight regular season games left before the WIAC playoffs. The Falcons will need to find a way to shut down opponents and not let them score late in the game and put them away, McKuras said. “We have not played poorly,” he said. “We do have to put away teams at the end of games if we want to get back on track.” Piersak is playing her final season for the Falcons. She is a fifth year senior, given another year of eligibility after a knee injury and said she wants to end her career on a good note. “I just want us to improve upon last year,” she said. The Falcons’ next home game is Oct. 15 against UW-Superior.

Falcon tennis looks to fly high



Jon Lyksett/Student Voice
Junior Falcon tennis player Lindsay Gillman returns the ball during a recent practice at a tennis court at the Knowles Complex. The Falcons are off to a sweeping start this season with a record of 3-0.

Paul Stanton
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The 2008 season will bring new challenges to the Falcon tennis team, but with a 3-0 start already under their belt, the Falcons intend to keep their winning ways through veteran leadership and a strong work ethic. One of the biggest challenges facing the Falcons is losing last year’s

WIAC singles and doubles champion Kozue Matsumoto. Falcon tennis coach Lee Lueck said he understands the significance of losing a player of this magnitude. “Losing Kozue Matsumoto to New Orleans University on a full ride scholarship has forced every player up one position,” Lueck said. “It will take time for each player to adjust to this new level of play.” Time the Falcons may not have. Throughout the years, the WIAC has consistently produced stiff competition for the Falcons. Lueck said he expects UW-Whitewater to be the team to beat in 2008. “With a quality coach, located in a prime recruiting area (Milwaukee, Madison, and Chicago), and with outstanding indoor and outdoor facilities, they are posed for years to come as a power in the WIAC.” As the Falcons look ahead in the season, they will be dependent on a few familiar faces to help carry the load. One of those faces being junior Katie Ostrowski. Ostrowski, WIAC’s doubles champion from last year, will replace her former doubles partner Matsumoto as the Falcons new number-one singles player. With Ostrowski leading the way, the Falcons will also look for strong veteran leadership from their two senior co-captains, Katie Anderson and Mindy Rudiger, and quality play from junior Lindsay Gillman. “I think we are going to have a lot of close matches and if we fight hard, which I know we can, then we’ll be able to pull out wins,” Gillman said. “I also want to fight as hard as I can in every match. I want to walk away, win or lose, and feel like I did everything I could to push my opponent.” The Falcons start a tough conference stretch this weekend, with three meets in two days against UW-Oshkosh, UW-Stevens Point and a non-conference bout against Concordia. Only time will tell how good the UWRF Falcon tennis can be in 2008, but Lueck said he is confident in his team. “All 13 players understand that improving in tennis is a process and that there will be many peaks and valleys during that process,” he said. “Being the smallest university in the tennis WIAC, I am very proud of how my players force every team to bring out their best.”

“It will take time for each player to adjust to this new level of play.”
Lee Lueck,
Falcon tennis coach

Check out the
Student Voice online at
www.uwrfvoice.com

Morneau could be next AL MVP

Two years ago I sat in my dorm room in Stratton Hall glued to ESPN News. The American League Most Valuable Player announcement was going to flash on the



screen any second and I hoped that Justin Morneau would defeat the heavily favored Derek Jeter. The announcement came, and after reading it five or six times in disbelief, I jumped up and screamed in victory. This season, Twins fans may have a similar celebration as Morneau chases his second AL MVP award. Morneau has turned it up to another level. His main competition for the award would seem to be White Sox outfielder Carlos Quentin, Angels closer Francisco Rodriguez, Rangers outfielder Josh Hamilton, Red Sox first baseman Kevin Youkilis and Red Sox second baseman Dustin Pedroia. To cut out the fat, let’s look at some of these candidates’ qualifications. The easiest one to weed out is Quentin. He has had a great season for the White Sox, but he broke his wrist slapping down his bat in frustration after missing a Cliff Lee fastball in early September. Quentin’s stats (.288, 36 HR, 100 RBI) are great, but how can you vote for a guy with such hand-eye coordination? The other candidate that can go is Rodriguez. Rodriguez broke the single season save record Sept. 13 with his 58th save, but is that really talent? The save record is more luck in my opinion.

One’s team must put their closer in a situation to save, so if the team presents enough close games, the closer will rack up saves. If Rodriguez is to be considered, then Twins closer Joe Nathan must be as well. Despite having fewer saves (36), Nathan has a better ERA (1.03 to 2.38) and WHIP (0.92 to 1.27) than Rodriguez in the same number of innings. Hamilton has a great story. He was addicted to almost every drug on the planet and has come back to fulfill his potential of being a first overall draft pick by the Tampa Bay Rays in 1999. Hamilton was all-world before the all-star break (.310, 21 HR, 95 RBI), but has dropped off since then (.291, 10 HR, 29 RBI). That would leave Morneau against Pedroia and Youkilis. Youkilis has very similar stats to Morneau (.310, 25 HR, 102 RBI), but his team is hurting him. Youkilis has played in 133 games compared to Morneau’s 149 games. The fact is that the Red Sox have so many weapons that Youkilis can have a day off and isn’t as important to the Sox attack as Morneau is to the Twins offense. Remember, the name of the award is Most VALUABLE Player. Youkilis is a great player, but there are better players around him. What does Youkilis do with Delmon Young hitting behind him rather than David Ortiz? That leaves Morneau and Pedroia. The Red Sox public relations department (aka ESPN) would say that Pedroia is valuable because he’s turned it on in the second half and it’s pretty sweet to see a 5-foot-9-inch guy nearly drop to his knees and smack a double down the line. While Pedroia has great leadoff stats (.327, 17 HR, 78 RBI, .877 OPS), Morneau has even better cleanup hitter stats (.312, 23 HR, 124 RBI, .911 OPS). Think about cleanup hitters around the league. Most of them go up to the plate and try to hit the ball as hard as they can, or strikeout trying (see Ryan Howard). Morneau has a chance to get 200 hits as a cleanup hitter - which doesn’t happen often. Should Morneau win his second MVP award, he’ll join elite company. Some of those names include Joe DiMaggio, Ted Williams and Mickey Mantle. To be honest, Morneau is one of the special talents in baseball that deserves such a distinction. Without him, the Twins would be radically different.

Chris is a 22-year-old senior majoring in journalism. He is also the sports director for 88.7 FM WRFW and is the play-by-play voice for the Falcon football and hockey teams.

Theater holds history, provides entertainment

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The line of people standing and waiting is followed up through Veteran’s Park, past Foster Sports and into the classic Falls Theatre. Inside there is a young boy collecting ticket money, but he gives no ticket. Instead he tells you to enjoy the show.

The next line is for the fresh popcorn that cost 50 cents, or a candy bar for 75 cents. The low prices of the popular entertainment venue in

town are one of its many features. An old fashioned movie poster of “A Sainted Devil,” starring Rudolph Valentino, adds to the classic film noir feeling of the theater’s lobby with a classic cinema-style bench sitting in the center near a velvet rope.

The Falls Theatre is a family owned local business of River Falls that provides first run movies at an affordable price. Located on Main Street in downtown, the theater attracts people of all ages that are willing to pay only \$3 to see one of the latest films in a River Falls his-

torical landmark building.

“I go there because it’s super cheap and they have decent movies,” said Chris Solomon, student and movie-goer. “One thing I do like about it—and—don’t like about it is that they only have one movie.”

Before the theater was built, the building was a confection shop and harness shop from 1884 to 1912. In 1912, the plot housed a tailor, a dry cleaning business and a pool hall, according to the Historic Preservation Committee of Pierce County. The theater was built in 1927 by Emil Carisch and P.W.

Ramer, who was once on the Board of Normal School Regents and who the UW-River Falls’ athletic field is named after.

Stan McCulloch then purchased the theater in 1972 as “a labor of love,” according to the theater’s Web site.

McCulloch owned the theater for over 30 years before his death. His family has taken over the theater, but has kept it running successfully with the same values he had instilled in the business. Michelle Maker, McCulloch’s youngest daughter, is the current owner of the theatre.

In the lobby is a trophy on display from a Kare-11 special in 2003 for the Upper Midwest Regional Emmy Award. Kare-11 reported on the theater, or “soft theater,” for “Stanis Legacy,” which is also a book that is available for purchase online and in various local businesses of River Falls.

Most movies shown are at both the 7 p.m. and 9 p.m. showings, but occasionally there are two different films. On Saturday and Sunday there is a 2 p.m. matinee showing. Movies change once a week or every other week on Fridays.

‘Igor’ wastes potential, misses target audience



Ken Weigend

Boy meets girl. Boy loses girl. Boy gets girl back. And we all saw it coming. It’s the same old song and dance, sung so many times that I’m sure we could all dance the steps in our sleep. And maybe that is the appeal, the inherent safety to be found just this side of recognition. The tired story arc may be beaten down through years of abuse but filmmakers still feel a nagging sense of familiarity tugging at their artistic vision that keeps them safely stranded apart from the path less traveled.

And that is precisely the cancer that plagues “Igor,” the latest thread-bare in a long trend of time-worn CGI family-friendly platitudes. Director Anthony Leondis falls flat on his face trying to control a roller coaster script penned by Chris McKenna.

The story begins in familiar territory, flirts cautiously with danger but ultimately surrenders itself to the trite annals of asepticism.

In the dreary land of Malaria, mad scientists rule. As is customary, every scientist has their own hunch-backed assistant named Igor, who, as untouchables, aren’t allowed to invent. But that doesn’t stop one Igor (John Cusack) from dreaming. After

a lab accident leaves his master in pieces, Igor decides to pursue his Frankensteinian dream and breathe life into his monstrous creation. But a brain wash gone awry leaves his monster, self-named Eva (not Evil), an aspiring actress wannabe with aspirations of playing Annie on Broadway.

The set-up poises itself for a creative burst of originality. The veritable Mary Shelley penned “Iron Giant” story of unconventional creature love is rotted from the inside out by a Tipper Gore-level obsession with remaining politically correct.

In its black heart, “Igor” is an adult-oriented satire embellished in drab shades of Burton, substituting some of the macabre with safely criticisms on Hollywood culture - this PG “child’s” movie slams actor culture in far more clever and comical ways than “Tropic Thunder” could ever hope for (Eva’s to-do list includes adopting children from all over the globe and becoming an environmentalist while continuing to jet-set in private planes).

Unfortunately, this dark comedy is mixed with too much half-and-half: half the film is farce and satire while the other half is familial banality, half the film is good...

“Igor’s” evil wit is betrayed by the misplaced shoulder angel who presses Chigurh’s cattle gun against

your head and fires the film’s overt moral into your brain: “It is better to be a good nobody than an evil somebody.”

And even while it stubbornly clings to this idea of preaching the straight and narrow to its younger viewers, “Igor” dips its toes into the deep end.

“Igor” could have been a shining example of adult-comedy in an ironically animated package, but instead gives in to peer-pressure, denying its base, edgier instincts in favor of a plain, unassuming coffin.



A.J. Hakari

I really miss the days when animated films seemed more innocent. It’s a shame that they’ve begun focusing more on attracting viewers with big-name talent rather than with an eye-catching style or a great story. Heck, “WALL-E” worked just fine, and the lead character’s voice was

nary more than a few bleeps and blorps. “Igor” is the latest star-heavy cartoon feature, and although it has a clever story and loads of potential, they’re ruined by the endless cycle of bad puns and slapstick the flick eventually becomes.

Welcome to Malaria, a kingdom straight out of a Universal horror movie. Every night is a dark and stormy one, and the local economy consists of creating diabolical inventions with which to hold the world in fear. Behind every mechanical monster or death ray, there’s a mad scientist and

an Igor, a hunchbacked assistant who does most of the work but gets none of the credit. But after his master is felled by an experiment gone awry, one particularly intelligent Igor (voiced by John Cusack) finds himself needing to devise something to present at the upcoming Evil Science Fair. Luckily, he has the perfect idea: an undead creature designed with the sole purpose of destroying everything in sight. As it turns out, though, Igor’s creation (voiced by Molly Shannon) is more interested in acting than in terrorizing the countryside, causing Igor to wonder whether a life of evil is worth pursuing after all.

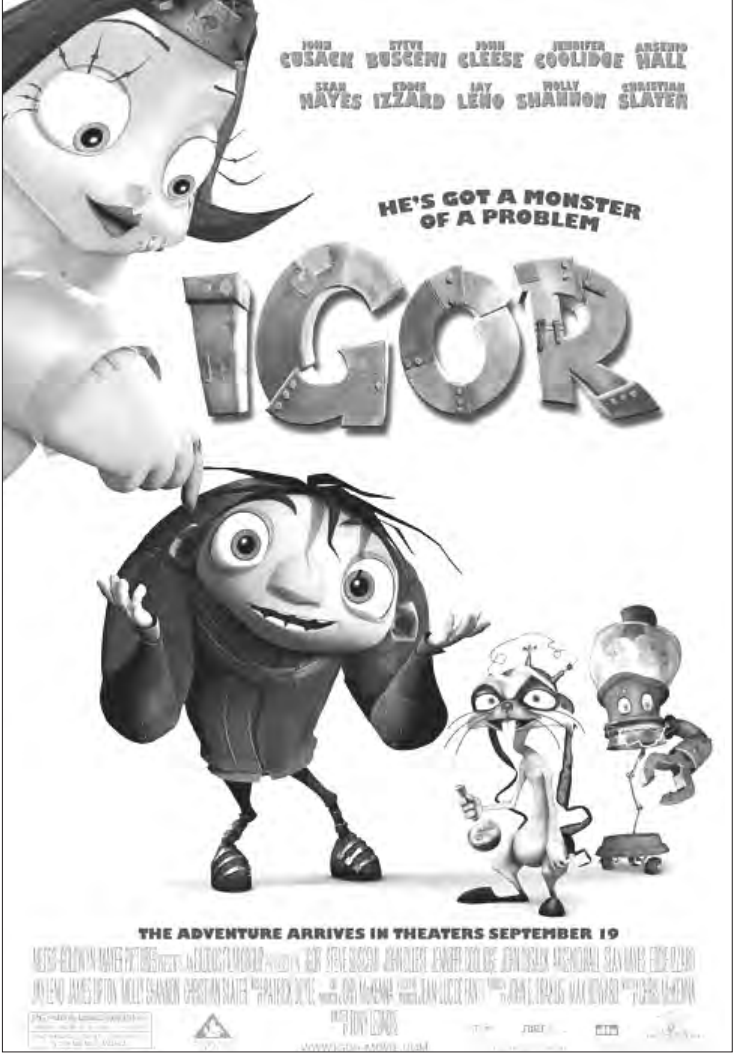
One thing that struck me right off the bat about “Igor” was its truly bizarre sense of humor. Scenes ranging from an immortal

bunny (voiced by Steve Buscemi) who’s constantly committing suicide, to a chorus of blind kids singing “I Can See Clearly Now,” definitely appealed to my warped side. These parts were a blast to watch and, for a while, I was having more fun with “Igor” than I ever thought I would — that is, until I remembered it was a kiddie flick. From then on, the gal-lows humor took a back seat to corny puns (“Kill-oseum” — ha, ha) and in no time, “Igor” began resembling little more than a bad episode of “The Addams Family.”

The film’s worst offenders, though, are its own cast members. Buscemi was a riot as the suicidal rabbit and Shannon gives a sweet turn as Igor’s creation (who pummels other evil inventions while singing a tune from “Annie,” no less), but Cusack was so-so. Sean Hayes annoyed as a motor mouthed brain in a jar and, in the film’s most

gross injustice, comedy great Eddie Izzard sounded absolutely bored as a rival scientist out to topple Igor.

This is usually where I’d say that kids will enjoy “Igor” more than adults, but I’m not so sure this time. The dark comedy might go over the heads of many little ones, while their parents may find some sections of the flick a little too goofy for their own good. “Igor” is a decent enough movie that tries to please everyone but ends up pleasing no one.



Movie ratings are based on a scale from one to five. A film that scores five stars is worth seeing. A film that scores one star is horribly acted or directed, with no substance.



‘Underoath’ thrives with sixth album despite rumors, personal conflicts



Erik Wood

On Sept. 2, 2008, the Tampa sextet, Underoath released their sixth studio album entitled “Lost in the Sound of Separation.” Two years after Underoath released their heaviest album to date, “Define the Great Line,” which was certified gold and debuted as high as No. 2 on the Billboard, much of their success was overlooked and almost forgotten as Underoath nearly went to hell and back as a band. It all began while rumors swirled around that lead vocalist Spencer Chamberlain was battling a substance abuse problem and he couldn’t get his act together. His problem led to the band dropping early off of Warped Tour 2006.

The band approached what many speculated to be the end. It was a

dark and scary time for the band. Only months later, Aaron Gillespie responded to the fan based rumors - “If there was something serious going on like that and he was in rehab, we’d have to tell the press. But it’s just not true.” The band later released a statement that the reason they had dropped off of Warped Tour was due to personal conflicts with each other’s religious views. They felt they needed to take time off to work on friendship. And that they did, having since released a live album titled “Survive, Kaleidoscope” which interestingly enough, reached No. 81 on the Billboard.

Underoath began recording “Lost in the Sounds of Separation” in March 2008 and formally released to the press the date of Sept. 2, 2008, at the end of recording in April. The title of the album was said to be derived from the lyrics of a song titled, “We Are the Involuntary.” The album has received nearly all positive feedback as is peaked to No. 8 on the Billboard within its first week. The

album is much darker, heavier and borderline psychotic. “Lost in the Sound of Separation” is composed of eleven chaotic, melodic and punch you in the mouth tracks. They cover a wide array of styles displayed by Underoath over the last decade. This album should, with a serious sit-down listen, move you. I don’t know how or what effects it will have, but if you truly take the time to look up the lyrics and delve into what a masterpiece Underoath has composed, you will forever be musically changed. This album will shock the hell out of your cochlea with the thunderous growls from the depths of Chamberlain’s larynx. There are many melodies both done by guitar, synth and keys that will calm you, and only a mere second later, your eardrums will be blasted with rip-chords and riffs you didn’t know were possible.

The first track on the album “Breathing in a New Mentality,” reminded me much of the first track off “Define the Great Line,” “In

Regards to Myself.” It started out slow, building with insane amounts of chordal anticipation, then before you even realize what hit you, Chamberlain’s howls of earsplitting vocals screaming, “I’m the desperate, and you’re the savior! There’s been something else talkin’ in my ear. Someone save me!”

This song is loads heavier than what many thought was “too heavy” on “Define the Great Line.” If you thought the last album was heavy, consider it infantile. The second track “Anyone Can Dig a Hole but it Takes a Real Man to Call it Home,” doesn’t waste a second in directing the listener where the rest of this album is going to go.

At points during the album, it seems that Chamberlain and Gillespie are clashing vocally, yet coming out in separate melodic harmonies proclaiming their faith. “A Fault Line, A Fault of Mine” keeps the pace going like a mine cart out of control with no hope of slowing down. Possibly the heaviest track

on the album is “The Only Survivor was Miraculously Unharmd.” It’s something Underoath has never even attempted. With ear-shattering roars from Chamberlain combined with power cords and razor sharp riffs from guitarists Tim McTague and James Smith, the song quickly takes a turn from synthetic soothing melodies right back to in your face howling from Chamberlain. To be honest, the album doesn’t let up for one second. The only break you get vocally from Chamberlain is track 10, but even that only lasts for three-and-a-half minutes.

The album then sets you on a rollercoaster ride into the depths of contemplation with the final track, “Desolate Earth The End Is Here.” “Lost in the Sound of Separation” takes you from an emotional plunge known as Underoath’s struggle through their darkest times. It gives you their best effort to date, an album that you will never forget, no matter if you listen to it once or a thousand times. This album for real. This is Underoath’s way of telling the fans, there is hope for the future for the future of this band.

“This album will shock the hell out of your cochlea with the thunderous growls from the depths of Chamberlain’s larynx..”

44th annual River Falls rodeo rides into town

Andrew Phelps
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Cowboys, cowgirls and rodeo enthusiasts across the Midwest all gathered at the Campus Laboratory Farm at UW-River Falls to attend the 44th annual Falcon Frontier Days Rodeo.

The event took place Sept. 19 and 20. Riders from schools all over the Great Plains area attended the event, some even traveling 12 hours or more to compete. In addition to Minnesota and Wisconsin, other states represented included North Dakota, South Dakota, Nebraska and Iowa. This was an official National Intercollegiate Rodeo Association competition. The NIRA includes over 3,500 members from over 135 colleges and universities. Operating much like the NCAA, the NIRA makes sure standards of competition are followed, as well as provide scholarship opportunities for students, according to the program given out at the rodeo. College rodeo participants usually travel to around 10 events a year, hoping to qualify for the College National Finals.

Competition was broken down into three categories: timed events (team roping, tie down steer wrestling), women’s events (break away roping, goat typing, barrel racing) and riding events (saddle, bareback and bull riding).

UWRF’s own Jordan Cook took top honors in the barrel racing event with the winning time of 34.42 seconds, narrowly edging out her nearest competitor by .17 seconds. Barrel racing is considered a classic women’s rodeo event, and requires extreme balance and precision. South Dakota State University finished first in the men’s team event, and Dickinson State University (N.D.) triumphed in the women’s team event.

The UWRF Rodeo Club deserves all the credit for staging the competition, as members are responsible for planning, organizing and running the event. According to 2008 Rodeo Queen Kayla Wesoloski, a three-year member of the Club, “Club and team members hit the pavement to find sponsors to support this rodeo; they truly show what a group of people can do when working together.”

Nick Burke, vice-president of the Club, stated that the school does not financially support the Club in any way. “It’s up to us to cover our own costs,” he said.



Sally King/Student Voice

A rider participates in the saddle bronc competition Friday, Sept. 19. UW-River Falls held its 44th annual rodeo which attracted cowboys, cowgirls and fans from the Midwest. The UWRF Rodeo Club plans the competitions and is in charge of running the events. The club members are planning a rodeo roundup in the spring.

“I had a good time. My favorite part was the bullriding. Plus, the cowgirls were cute.”

Andrew Bauer
UWRF senior

Rodeo can be an extremely rough and dangerous sport, a fact that all riders embrace. After watching one bareback rider limp off after taking a particularly ugly spill, announcer Jesse Knudsen casually remarked “he got slammed harder than a Jagerbomb on boys’ night out.”

The crowd was in a good mood throughout the event, and was eager to cheer on their fellow UWRF students taking part in the competition. Andrew Bauer, a senior finance major, said he enjoyed the event even though he had never been to a rodeo before this fall.

“I had a good time. My favorite part was the bull riding,” he said. “Plus, the cowgirls were cute.”

Many families from the River Falls area were also in attendance.

Cheri Loeffler, a River Falls resident and mother of three, says coming to the rodeo has become an annual event for her family.

“The kids love it. It is a fun event, and an enjoyable way to spend time together with the family,” she said.

Overall, UWRF Rodeo Club members were pleased with the way the competition turned out. “I would say everything went smoothly and according to plan. There may have been a few minor injuries, but that is the sport of rodeo,” said Burke. When asked whether the club is planning to bring back the rodeo next fall, he replied enthusiastically, “absolutely.”

The club members are planning additional events at UWRF, including a rodeo roundup in the spring.



Sally King/Student Voice

Above: One of the cowboys participates in the tie down steer wrestling competition during the UW-River Falls Rodeo Friday, Sept. 19. In addition to the breakaway roping competition, the rodeo featured barrel racing, bareback riding, goat tying, team roping, bull riding and saddle bronc riding.

Right: A participant falls to the ground as he is thrown from his mount during the bronc riding event Friday, Sept. 19. South Dakota State University won first place for the men’s team event, while Dickinson State University in North Dakota took first place for the women’s team event.



2008 Homecoming Events “Fiesta de la Noche”

Monday, September 29th

9:00 a.m...Medallion Hunt first clue posted in UC
3:00 p.m.-8:00 p.m...Homecoming kickoff on UC lawn
Kickoff includes mechanical bull riding, obstacle course
4:00 p.m...Royalty voting begins online

Tuesday, September 30th

9:00 a.m...Medallion Hunt second clue posted in UC
9:00 a.m.-5:00 p.m...Food drive competition at Riverside Commons
1:00 p.m...Organization competition on UC lawn
7:00 p.m...Royalty salsa dance competition in Falcon’s Nest

Wednesday, October 1st

9:00 a.m...Medallion Hunt third clue posted in UC
9:00 a.m.-5:00 p.m...School supply competition at Riverside Commons
7:00 p.m...Lip Sync: Livin’ La Vida Loca in North Hall

Thursday, October 2nd

9:00 a.m...Medallion Hunt final clue posted in UC
9:00 a.m.-5:00 p.m...Pop tab competition at Riverside Commons
Noon...Taco eating competition for royalty, obstacle course on UC lawn
4:00 p.m...Winner of Medallion Hunt posted at UC Information Desk

Saturday, October 3rd

10:30 a.m...Homecoming Parade in downtown River Falls
11:00 a.m.-1:00 p.m...Homecoming BBQ on UC lawn
1:00 p.m...Homecoming football game vs. UW-Stevens Point at Ramer Field

For more information, visit <http://www.uwrf.edu/homecoming>