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University of Wisconsin **River Falls** STUDENT

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Potential changes in federal water pollution rules could have effect on local watersheds

Sophia Koch

Falcon News Service

Water pollution regulations in the U.S. may change following a recent White House executive order, a shift that could have an impact on river ecology and agricultural practices in

The Clean Water Act has been around since 1948 and establishes the basic structure for regulating water pollutants in the U.S. Specifically, it protects waters defined as "navigable." According to the U.S. Army Corps of Engineers, navigable waters are those that are used or can be used for transport, and which are subject to the ebb and flow of the tide.

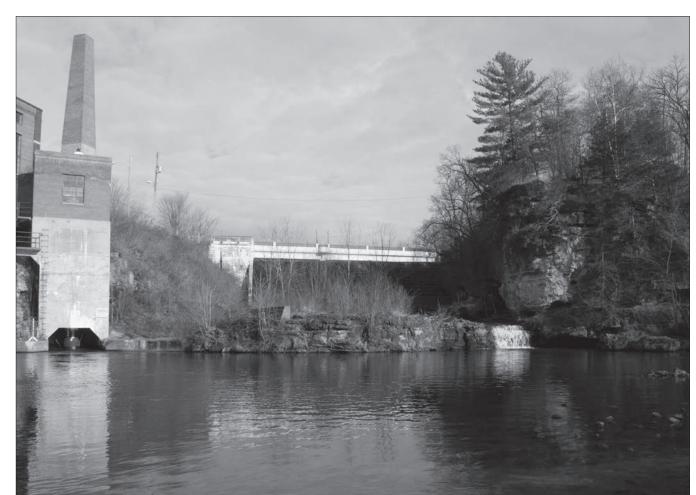
The concern, however, is that there are non-navigable waters in the U.S. that also need protection. In response to this concern, the "Waters of the United States" rule was adopted in 2015 during the Obama Administration as a way of expanding the water types that qualify for protection under the Clean

Included under the "Waters of the United States" rule are tributaries (defined by the presence of a water bed, banks and an ordinary high water mark), adjacent waters (bordering waters such as wetlands and lakes), and case-specific waters that have a significant impact on nearby navigable systems. It does not include groundwater, erosional features or stormwater control. It also does not include ditches unless the ditches are in fact tributaries that have been relocated or excavated.

The executive order signed Feb. 28 by President Donald Trump opens up the possibility that the definition of protected water in the U.S. will change. As of yet, no decisions have been made. Kathy Bartilson from the Wisconsin Department of Natural Resources (DNR) said that, "So far, we haven't really had time to assess the impact of the most recent propos-

In River Falls, any changes to the rule would most likely be felt in the agricultural community, as well as in the ecology of the Kinnickinnic River. Agriculture and river ecology are very closely connected, particularly during large storm events.

Under normal circumstances, said UW-River Falls Professor Kerry Keen, the River Falls area has an effective natural filtration system. River Falls sits on a layer of rock called the Jordan aquifer, which is about 100 feet below the surface.



Tori Lynn Schneider/Student Voice

Possible changes in federal water regulations could affect the ecology of the Kinnickinnic River.

The layer is made of porous sandstone, and surface water can slowly seep through it and filter out most contaminants before it's released back into the Kinni. Local wells are typically sunk into this layer, and so the drinking water in River Falls, Keen said, is relatively clean.

The problem, said UWRF Assistant Professor Jill Coleman-Wasik, is that this sandstone layer doesn't work quickly enough when there's a large rain event. Contaminants such as phosphorous and sediment are usually relatively low in the Kinni, she said, but during storms, "it's way out of bounds." The most common and most impactful contaminants that typically work their way into the Kinni are phosphorous and nitrogen, she said, and both are typically spread onto fields as fertilizers.

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UW System, UWRF continue to add resources for sexual assault survivors

Karina Clausen

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Sexual assault and violence has been an issue on college campuses for some time, but in recent years this issue has gained momentum in regards to prevention, safety and awareness.

The UW System is no different in that it takes sexual crimes seriously and provides resources and information across each campus location in the case of such instances.

UW-River Falls specifically has shown support for this issue by educating students on sexual assault during freshman orientation Week of Welcome, having brochures in the Student Health and Counseling Services office and providing students access to Pierce County Reproductive Health Services. UWRF also holds an annual It's On Us Week of Action to promote awareness and prevention. Additionally, UWRF has a signed a contract of services (or MOU) with Turningpoint to help provide advocacy and prevention on cam-

Most of these approaches to sexual assault awareness, however, require talking to someone about the issue or being seen walking in and grabbing particular brochures, something not all survivors of sexual assault are comfort-

Privacy is important, especially after a violation like sexual assault. Providing information about resources, medical steps that needs to be taken, how to report a crime and how to get emotional support through a medium that survivors are comfortable using is crucial.

This summer, the UW System launched a new website that provides information to students about the laws, policies, resources, campus reports and statistics related to sexual assault. This website lets the student find out how to get help, who to contact and how to report a crime if they choose to do so.

of the University of Wisconsin System Task Force on Sexual Violence and Harassment, formed in 2014. One of the task force's guiding principles states that "Education and training should be relevant, comprehensive and appropriate to the audience."

The idea that a more private method of providing information and resources would be a relevant and appropriate approach to this type of audience makes sense, and may have been a reason why the website was launched, as well as a reason why all of the schools in the UW System joined the "Reach Out" mobile

Capptivation, a nonprofit group of college graduates looking to change the tides of rape culture on college campuses, was founded in 2014. The nonprofit later developed the free ReachOut app.

The app works with roughly 3,000 colleges and has over 40,000 resources in its database, including local resources in the student's area. This app can help survivors, allowing them to stay anonymous through the app, but is also great for friends or family of the survivor who want to know how to help.

Users choose their school in the app and it automatically personalizes to their local area. The features in the app are diverse. The Start Here feature provides information that is helpful immediately after an assault, and the Campus Resources feature helps students know how to connect with their Title IX Coordinator, counseling or student health. Features like medical care, reporting options, prevention and education and hotline information are all available on the ReachOut app, as well as information about how to get involved.

Bringing both of these technologies into the sexual assault awareness and prevention efforts could help to diversify the ways in which students can learn more on the subject.

When asked whether she thinks the

The creation of this site was an effort new UW System sexual assault website will make a difference in helping students, new Turningpoint Campus Victim Advocate Katie Ryan stated that it is "a step in the right direction."

Ryan explained that it all depends on "how people like and want to receive this information," something that is hard to determine. She said that surveys regarding sexual assault resources and information will be launched in the fall

semester to gather that information. Thomas Pederson, deputy Title IX coordinator for UWRF, had not heard of the ReachOut app but wanted to remind students that the university is there to help. He stated that its focus is about "how can we make the student whole again, as best as we can," that with their help "the complainant should be in a position where they can move forward and be successful."

While most university employees are mandated reporters, meaning they have to report the crime to the school if they hear about it, there are exceptions. The Turningpoint victim advocate and campus counselors are exempt from this rule and are under no obligation to report, so survivors have somewhere to turn for more personalized help.

Upcoming campus and community events to further support sexual assault awareness and prevention include the Take Back the Night event on April 20 at St. Bridget's Church in River Falls, as well as Denim Day on April 26.

The new UW System website can be viewed at https://www.wisconsin.edu/ sexual-assault-harassment/.

Anyone who needs to report a sexual assault can call the Turningpoint 24hour crisis hotline at 1-800-345-5104, campus police if crime was on campus or River Falls police if the incident happened outside of campus.

Emergency services among those covered by student fees

Destrey Zarfos

Falcon News Service

In addition to tuition, students at UW-River Falls pay a number of fees to support services and programs. One of these is the little-known municipal services fee, which pays for local emergency services including the fire department and police.

The Student Senate recently approved the fee for the next fiscal year. The fee is \$15 per semester, \$3.75 for winter (Jterm) and \$7.50 for summer.

Budget and Policy Analyst Brenda Irvin said that the fee has remained the same since the 2013-2014 fiscal year.

A fiscal year runs from July 1 to June 30. Last year, the university collected \$167,380 through the municipal services fee.

"We are a state entity. The state of Wisconsin contracts with municipalities for these services," Irvin said. "So, the city police, fire, ambulance, rescue operations — these emergency services are all part of the municipal services. The state of Wisconsin contracts for that coverage." The UWRF Police Department also receives some of the funding.

River Falls emergency services do not get paid directly from UWRF. Rather, "the UW System pays the state of Wisconsin. The state of Wisconsin contracts with each local municipality. We pay an annual fee," Irvin said.

Each year, there is money left over in the fund that carries over to the next year. This gives the budget some wiggle room so no fees are "left in the red," Irvin said. "At the end of last fiscal year, there was \$1,427.60."

Projections are made at the beginning of each year regarding how much services will cost. Based on those projections, segregated fees are either adjusted or left the same depending on the amount left over from the previous year.

"We are trying to make sure we have emergency services for our students," Irvin said, "and faculty and staff, and campus visitors and the community that come to our campus."

Different committees exist within the UWRF Student Senate to help make the best decisions for the university. The Student Services Board is responsible for handling the municipal services fee.

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News Briefs:

UWRF to host open house for St. **Croix Valley Bull Test**

UW-River Falls, St. Croix Valley Bull Test and the UWRF Student Beef Management Team will host the annual bull test open house on Saturday, March 25, at the Dairy Learning Center on the Mann Valley Farm, 129 South Glover Road, River

The event is free. A beef lunch will be offered by the UWRF Student Beef Management Team for \$6/person.

The open house will begin with an educational program at 11 a.m. that will cover what producers need to know about the Veterinary Feed Directive (VFD), visual traits important in bull selection and factors affecting the value of a bull.

Following lunch, attendees will be able to preview the bulls for sale. Consignors will be available to answer questions. The open house will also offer an opportunity to see the new cattle handling facility on the farm. The annual St. Croix Valley Bull Test Sale will take place at noon on April 15 at the Mann Valley Farm.

For more information about the bulls and the bull test, visit www.scvbt.com. For questions about the open house, email

Pulitzer Prize winning author, historian to speak at UW-River Falls

Award-winning author Elizabeth Fenn headlines a series of events March 28-30 hosted by UW-River Falls as part of the annual Walker D. and Helen Bryant Wyman Visiting Professorship in History program. Fenn will present two free public lectures and a discussion as part of the event.

Fenn, Walter S. and Lucienne Driskill professor of western American history and chair of the Department of History at the University of Colorado Boulder, will present her lecture, "Pox Americana: The Great Smallpox Epidemic of 1775-82," on Tuesday, March 28. A public reception will take place at 3:30 p.m. in the Kinnickinnic River Theater of the University Center, followed by the lecture at 4:30 p.m.

Based on her book of the same title, Fenn will tell the gruesome, riveting story of smallpox during the era of the American Revolution. A terrible epidemic ravaged North America in these years, influencing the Revolutionary War, dashing the dreams of freedom-loving African Americans and wreaking havoc on Native Americans across the continent.

On Wednesday, March 29, Fenn will present "Encounters at the Heart of the World: A History of the Mandan People" at 6:30 p.m. at the River Falls Public Library, 140 Union St., River Falls. A public reception will precede the lecture at 5:30

Derived from her Pulitzer Prize-winning book "Encounters at the Heart of the World," the illustrated slide-lecture will tell the story of North Dakota's Mandan Indians who, famous for hosting Lewis and Clark during the winter of 1804-05, fought hard to survive epidemics of smallpox, whooping cough and Norway rat invasions.

In addition to the 2015 Pulitzer Prize for History, the book also won the 2015 Stubbendieck Great Plains Distinguished Book Prize, the 2015 Colorado Book Award in History and the 2015 Albert J. Beveridge Award.

Fenn will also lead a roundtable discussion of "Encounters at the Heart of the World: A History of Mandan People" on Thursday, March 30, at 2 p.m in the Davee Library breezeway on campus. A 1:30 p.m. reception will precede the discussion.

All events are free and open to the public. Fenn's books are available at Amazon.com.

To learn more about the Wyman Visiting Professorship in History, as well as the Wyman legacy at UWRF, visit https:// www.uwrf.edu/HIST/Events/WymanHist/Index.cfm.

For more information, call the UWRF History and Philosophy Department at 715-425-3164.

Annual Nilsestuen Legacy Event to be held March 27

The sixth annual Rod Nilsestuen Legacy Event will address "Leadership in an Uncertain Agricultural Economy" presented by Douglas Wilson, CEO of Cooperative Resources International (CRI) on Monday, March 27, at 2 p.m. in the Kinnickinnic Theater in the University Center at UW-River Falls. The event is free and open to the public.

Wilson has been a leader in the agriculture industry for over 46 years. CRI is a holding cooperative with subsidiaries dedicated to cattle genetics and reproductive service (Genex), agricultural testing (AgSource Cooperative Services) and advanced assisted reproduction technologies and biotechnology (MOFA Global). Wilson has received several awards and recognitions in the agricultural field, among them the UWRF Distinguished Agriculturalist Award.

Nilsestuen, who earned his undergraduate degree at UWRF, was the Wisconsin Secretary of Agriculture, Trade and Consumer Protection at the time of his death in July 2010. He is remembered as a proud steward of sustainable agriculture and a leader in the national cooperative movement who strove to balance the needs of sustainable land use with the maximization of agricultural production. Nilsestuen worked to find common ground on topics like the power of cooperatives, farmland conservation, the future of rural America and the increased pressure on agriculture to feed the world.

The Rod Nilsestuen Fund was established by friends, family, colleagues and several land conservation and cooperative organizations, and is part of the Ralph K. Morris Foundation, an organization that shares Nilsestuen's dedication to cooperatives and leadership development.

For more information, email vanessa.luther@uwrf.edu or call 715-425-4383.

W-River Falls **BFA** students exhibit their work

UW-River Falls seniors Jen Angell, Emily Cameron, Taylor Foreman, Hannah Kane, Madeline Larson, Lauren Olson, Zoey Strain and Laura Vogel will be presenting their Bachelor of Fine Arts thesis work in Gallery 101 in the Kleinpell Fine Arts building through March 31. On display will be ceramics, drawings, graphic art, glass, fibers and photography.

Angell, from Ellsworth, has a primary emphasis in ceramics and a minor emphasis in painting. On display will be ceramic sculptures that contemplate containment of emotion and experience in the body.

Cameron, from Saint Paul, has a primary emphasis in ceramics and a minor emphasis in photography. On display will be porcelain works that investigate the delicacy of life, the value of self-exploration and play.

Foreman, from Bloomington, Minnesota, has a major emphasis in glassblowing and a minor emphasis in drawing. On display will be glass works that will reference the female figure. Her drawings reference her struggle with vulnerability through the figure. The mediums connect to her own body being both integral to the medium of glass and the inspiration for

Kane, from Stillwater, Minnesota, has a primary emphasis in ceramics, and a secondary emphasis in glass. On display will be artifacts that explore vulnerability and strength

Larson, from Roberts, has a primary emphasis in fibers and a minor emphasis in printmaking. On display will be boundweave wall hangings that explore color, patterns and structural

Olson, from Minnetrista, Minnesota, has a primary emphasis in photography and a minor emphasis in art history. On display will be conceptual photographic prints and figure drawings that explore the relationship between the female body and mind. The idea of bodily integrity and how those concepts are affected by gender-related discrimination and violence are also explored in her work.

Strain, from Gilmanton, has a primary emphasis in photography and a minor emphasis in glass. On display will be photographs that explore shadows and the environment.

Vogel, from St. Francis, Minnesota, has a primary emphasis in graphic design and a minor emphasis in drawing. On display will be two large scale, digital drawings that depict her personal experience with bullying. The work is meant to focus on how Vogel overcame bullying by the abstraction of triangles as a metaphor.

The exhibition is free and open to the public. Regular gallery hours are Monday-Friday from noon-8 p.m. and Sunday from 2-4 p.m. A closing reception will be held Friday, March 31, from 5-8 p.m.

For more information, call the UWRF Art Department at 715-425-3266.

Chancellor Van Galen named to Ideadvance Investment Committee

UW-River Falls Chancellor Dean Van Galen has been named to the Ideadvance Investment Committee as the UW Chancellor member to the committee.

The Ideadvance program supports UW System innovation toward commercialization and combines grant funding with business mentoring to support development of innovative ideas and potential, scalable business from UW System faculty, staff and student entrepreneurs. Grants are available to support applicants, including alumni, for all UW campuses except UW-Madison.

Ideadvance strives to promote innovation in all disciplines across the state. The program is not limited to STEM fields, but aims to include innovation in music, the social sciences and more.

Van Galen will join the five-member Investment Committee that reviews and selects projects for funding and suggests critical commercialization milestones for follow up support via Ideadvance or outside funding. The Investment Committee awards early stage ideas an opportunity to earn up to \$25,000 by exploring and validating key business model assumptions. Companies that have already validated key business metrics are eligible for a competitive \$50,000 grant available through the Ideadvance Stage 2 program.

Since 2013, Van Galen has also served on the WiSys Technology Foundation Board of Trustees as the UW Chancellor representative. He also serves as the chair of the WiSys Technology Foundation Advisory Council. The mission of the WiSys Technology Foundation is "to manage the intellectual property of the University of Wisconsin System to support basic research and speed technology transfer from university labs for the benefit of society." WiSys helps to advance scientific research throughout the state of Wisconsin by connecting technologies developed within the UW System to companies for development through patent development and licensing.

"My involvement with the Ideadvance program, as well as the WiSys Technology Foundation, is a great opportunity to work with Wisconsin business leaders to help connect the innovative work within the UW System with businesses and the marketplace," said Van Galen. "These activities connect especially well with our strategic focus on innovation and partnerships at UW-River Falls."

For more information about the Ideadvance program, call Idella Yamben at 608-263-3315 or visit www.uwideadvance.

Student Senate Update: March 21

One motion was introduced, one motion was postponed, one budget was passed and two students were appointed to the Student Senate at the meeting on March 21.

One motion was introduced to be voted on next week: **AFAB ECOS Motion:** A motion to allocate \$500 from the Student Senate funding pool to fund the ECOS-Rep Program for the upcoming academic year.

One motion was postponed:

Renovation of Biology Student Lounge: A motion to allocate \$6,000 from the Student Senate funding pool for the renovation of the biology student lounge.

One budget was passed:

• The Student Media Committee did not request an increase to its segregated fee.

The Student Senate appointed two students:

 At-Large Student Senator – Samantha Michaud Military Student Senator – Adam Sislo

The information in this update comes from the minutes posted to the Student Government Association FalconSync page every week. The Student Senate meets every Tuesday at 7 p.m. in the Willow River Room of the University Center.

Campus Events Calendar:

- Cohler Coffee Concert: String Quartet and Clarinet Friday, March 24, noon-1 p.m. Abbott Concert Hall, Kleinpell Fine Arts
- Leadership in an Uncertain Agricultural Economy Monday, March 27, 2-3 p.m. 320 Kinnickinnic Theater, University
- Pox Americana: The Great Smallpox **Epidemic of 1775** Tuesday, March 28, 4:30-5:30 p.m. 320 Kinnickinnic Theater, University
- **Etiquette Dinner** Tuesday, March 28, 5-7:30 p.m. **Riverview Ballroom, University Center**
- **Public Astronomy Talk & Telescope** Viewing Tuesday, March 28, 8-8:30 p.m. **271 Centennial Science Hall**
- Softball vs. Carleton College Wednesday, March 29, 3:30-6:30 p.m. Ramer Field: Softball Complex
- **Pulitzer Prize Winning Book Discussion** Thursday, March 30, 2-3 p.m. **Chalmer Davee Library**

Visit uwrf.edu for a full schedule of events

Weekly UWRF Crime Report

Friday, March 10

- Theft was reported in the University Center at 5:30 p.m.
- Saturday, March 18 • Police assistance was needed at 114 S 4th St. at 4:41 a.m.

Monday, March 20

A motor vehicle accident at 555 S 6th St. occurred at 9 a.m.

Tuesday, March 21

An assault was reported at the Kleinpell Fine Arts building at 1:55 p.m.

Editor's Note:

Information for this section is taken from the UW-River Falls Police Department incident reports.

Roots and bluegrass festival set to take over downtown

Matthew Clark

Falcon News Service

Area music fans are getting ready to stomp their feet at the annual River Falls Roots and Bluegrass Festival.

The indoor music festival will be taking over downtown River Falls April 7-9 with music, dancing and wine tasting filling many of the city's bars and restaurants. Put on by the the River Falls Chamber of Commerce, the festival was created after the resurgence of the bluegrass genre following the highly successful 2000 Coen Brothers' movie, "O Brother, Where Are Thou?"

Since its inception seven years ago, the festival has grown in popularity with an estimated 3,000 people attending last year from the St. Croix Valley and the Twin Cities. This year, organizers are expecting 3,500 people.

Judy Berg, the chamber's tourism sales marketing manager, said people are now coming for more than just the music.

"When people come to River Falls they see us as being a very friendly community, and they really enjoy seeing the different businesses that are participating," Berg said.

Most events during the weekend are free and don't require a ticket. This leaves people with more money to spend on the local economy. According to numbers put together by the Wisconsin Department of Tourism and the River Falls Chamber of Commerce, the average person staying overnight during last year's festival spent \$180 on accommodations and food. Overall, last year's festival goers spent \$147,192 at area businesses. Berg said the festival gives the city an early start on the tourism season.

"It's one of the flagship events for River Falls, and it's just a great opportunity to bring people in earlier in the year," Berg said

Like every year, the lineup will feature a variety of new acts and styles of bluegrass, but many of the festival's favorites also will be returning. For the third year, Art Stevenson and High Water will be performing during the festival with a Saturday night show at Junior's Bar and Restaurant. The band's frontman, Art Stevenson, said he's excited to return to the festival and returning members of the audience shouldn't expect the same performance as last year.

"We do something different every time we play, depending on how we feel and what's happening in the world," Steven-



Art Stevenson and High Water are among the roots and bluegrass bands set to perform in River Falls.

son said.

Stevenson has played with High Water for the last 24 years and cites legendary bluegrass artists like Doc Watson and Lester Flatt as a few of his influences. He said he enjoys seeing the genre continue to grow.

"I've seen a lot of young bands come up playing all kinds of music that seems to either draw on bluegrass or be related to it in some way," Stevenson said. "There's a big movement going on here in Wisconsin and throughout the Midwest and other parts of the country, too."

The festival kicks off at 5 p.m. Friday, April 7, with a beer and wine tasting event at Junior's Bar and Restaurant, 414 S. Main St. The festival wraps up at 11 a.m. Sunday, April 9, with "Attic Treasures Appraisal," an event based off of the popular TV show "Antiques Roadshow." A full lineup can be found online at riverfallsbluegrass.com.

Alumni Spotlight: Earl Blodgett

Christopher Jurewitsch

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Advising a student organization on campus is easier done when one has a sense of what it is like to be part of that organization, and that is exactly what one UW-River Falls alumnus has done.

Earl Blodgett is currently a physics professor at UWRF, teaching courses ranging from calculus-based physics to data analysis classes. He also currently is a part of the steering committee for the STEMteach program, a graduate program that allows math and science students to become licensed as teachers within a year. He has worked at the university since 1986.

Bloggett comes from a long line of alumni who have also attended UWRF. His mother attended the university back in 1946. Shortly after Blodgett was born, his mother returned to school at UWRF in 1960. Later on, his older brother and sister would both attend the school as well.

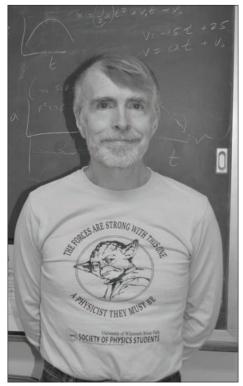
It was at an early age that Blodgett said he became interested in attending River Falls, so young that he wasn't even eligible for preschool.

"I remember when I was 3 years old," Blodgett said, "that I proclaimed that I would attend River Falls, minus all of the school in between."

He eventually followed in the footsteps of his sister by studying math and physics.

Blodgett was also a member of the Society of Physics Students (SPS). He took on different roles within the club, including secretary and president of the organization. Today, he currently is the advisor for the club, and has also served as the historian for the Society of Physics Students National Council.

Blodgett participated in cross country and track and was awarded letters for cross country in the fall of 1976 and for track



Samantha Decker/Student Voice

in the spring of 1977. He lettered in both sports all four years and was co-captain of the cross country team during his senior year in the fall of 1979.

While double majoring in math and physics, Blodgett said that his participation in sports helped him learn how to organize his time, which allowed him to do other things around campus.

"Being a student athlete was an important part of my experience at UWRF," he recalled. "It made me be very efficient in my use of time. I still found time to be active in SPS, act in a play, fall in love and get married before my senior year."

After graduating in 1980, Blodgett went on to study at Washington University in St. Louis, Missouri. Although he initially wanted to work in research, he soon found

his passion for teaching when his advisor, Jim Miller, allowed him to substitute teach for some of his classes.

After he graduated with his Ph.D., Blodgett was given the option to either become a research professor or an instructor. Ironically, the teaching position led him back to River Falls. He has worked there ever since.

Blodgett said he finds that UWRF's faculty is one of the key things that makes the university what it is, citing that the school always looks for instructors that aren't "boring" or "annoyed by their students." Finding good faculty that can teach well, as well as keeping classes small, makes the school better for students who attend.

"I think that UWRF is a special place because of the people," he explained. "We try very hard to hire faculty and staff that care about our students and enjoy interacting with our students."

The family lineage of attending UWRF has not stopped since Blodgett started school, as both of his daughters have also attended the university. His role in the Physics Department is crucial, now advising the student organization he once was part of as a student. He even still participates in athletics on campus, representing UWRF as a faculty athletic representative in the Wisconsin Intercollegiate Athletic Conference (WIAC).

Blodgett's advice to students is to manage their time spent on campus, highlighting the importance of good grades as well as creating connections.

"While it's important to get good grades," he said, "you should always find times to create relationships, not just momentarily, but for your entire time here at River Falls."

Emergency services among those covered by student fees

Continued from Page 1

"Once they have reviewed the budget, then it goes before all of Student Senate for review. It is always in the agenda, it is public, all students are welcome to attend Student Senate to learn more about the process, to engage in asking questions about the budget while it is up for review, then Student Senate will vote to either recommend the budget as it is presented or it will go back for further review," said Irvin.

Once the budget is approved, it then moves to the chancellor.

Irvin said she doesn't recall any students besides those involved in Student Senate being present voice their concerns or questions about the municipal services fee.

Some students are unaware of the purpose of segregated fees. Anna Johnson, a senior marketing communications major, pays the fees of a full-time student.

"I really have no clue. I guess I figured they went into getting supplies for my classes," Johnson said. "I have never really thought about what a segregated fee is."

Segregated fees are either allocable or non-allocable. Allocable fees mainly support student organizations while non-allocable fees provide support for different student services and facilities. The largest non-allocable fee, \$234.33 per semester, funds the University Center on campus.

Potential changes in water pollution rules could have local effect

Continued from Page 1

Phosphorous, when it gets into a watershed, can set off a domino reaction up the food chain. In a lake, algae will feed on it and go rampant, causing large blooms of scummy green goop on the surface of the water that can potentially shade out plant species on the bottom. When the algae dies, it is then fed upon by bacteria, which in turn suck the oxygen from the water and suffocate the local fish populations. In rivers, however, this is less of a problem because of the constant movement of the water. However, food chains can be affected as the phosphorous allows certain algae communities to take off, which can be harmful in the long term.

Nitrogen, of the two pollutants, is the more

directly harmful to humans, Coleman-Wasik said. Nitrate is a form of nitrogen that, when ingested into the human body, tends to bind to hemoglobin in the blood. Hemoglobin's job is to deliver oxygen to the cells of the body, but if nitrate binds to it and leaves no room for oxygen, a person can effectively suffocate.

For adults, the amount of nitrate that can be safely consumed is around 10 milligrams per liter of water, according to a 1977 report from the National Academy of Science. In the Kinni, Coleman-Wasik said, the nitrate concentration is hovering right around that level. It is a doable level for healthy adults who get their water from multiple sources, she said, but the effects can be more pronounced in infants who drink nothing but baby formula.

Phosphorous and nitrate most often make

their way into the Kinni when a big storm washes them off agricultural fields, into streambeds that are otherwise dry, and on into the river. The fear in the agricultural world, Coleman-Wasik said, is that these dry-run streambeds will be included under the Clean Water Rule, and that farmers will be subjected to more intensive regulation.

Sue Porter, a nutrient management specialist with the Wisconsin Department of Agriculture in Madison, said that U.S. Environmental Protection Agency rules are often very difficult to work with in the agricultural industry because the federal laws are often layered on top of state-level laws. Sometimes the rules are contradictory, or are inconsistently applied from state to state.

"If we all had the same message it would

be a lot easier to implement and much easier for everyone to know what to do," Porter said.

However, it is in the best interests of farmers to be mindful of how pollutants run off their crops, Porter said. The chemicals that ultimately wash into a water system are expensive, and they don't serve their purpose when they're being carried off into a river. Topsoil, similarly, is very valuable, and maintaining green buffers to keep it in place is a practice that can benefit both the farmer and the local river systems.

"I don't think that producers are interested in getting rid of all their grassed waterways," said Coleman-Wasik. "They're not necessarily doing that because the Clean Water Act tells them to."

Check out the Student Voice online at uwrfvoice.com

EDITORIAL

Advertising that degrades women no longer works, needs to stop

Skol, a Brazilian beer brand, recently acknowledged its past of using advertisements that objectify women. This refreshing take is something that more advertisers should be doing.

The sexual objectification of women is prevalent in advertisements everywhere, and research shows that beer companies have been particularly guilty of it. According to the American Psychological Association, one study found that almost half of the beer commercials analyzed featured a camera shot of a woman's chest. When women were present in the advertisements, they were often in swimwear or leisure clothes, while the men were dressed for work. Skol's old advertisements were constant offenders of this.

In a video released on March 13, Skol announced that it had hired six female illustrators to redesign some of its old advertisements. The old advertisements are particularly graphic, often showing tanned, blonde women with realistically unattainable bodies in bikinis or other revealing clothing and doing things like serving beer or bending over. This campaign, titled "Reposter," uses the old advertisements as the base for new, more empowering posters.

For example, an old Skol poster shows a bikiniclad woman on a beach, standing with her back to the camera with a circle missing from her skirt over her behind. Through the Reposter project, she becomes a purple-haired woman with a sleeve tattoo, wearing yellow, high-waisted shorts that say "My body, my rules" on the back pocket. Other redesigns use the basic elements of the original posters to create more abstract designs.

The Reposter project, according to Skol, is meant to "keep the past in the past," but what is important about projects like this is that they acknowledged a past of problematic advertising. They own up to it by saying, "This doesn't represent us anymore."

This is a step in the right direction, partially because it acknowledges that women are consumers, too. Perhaps that is the motivation behind overhauls like this, trying to appeal to a different demographic because the old demographic (in this case, heterosexual men) is no longer generating a satisfying profit. It's entirely possible that this is a marketing decision and not a reflection of a shift in values for the company.

Still, changes like this are exciting, and they should continue. We need to move past the notion that "sex sells" everything and instead find new ways to interest consumers. Women are not simply objects to help sell other objects.

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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.

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Ask Colleen: Choose your own career adventure, even if that means travel

Colleen Brown

Advice Columnist

Dear Colleen,

I'm slightly freaking out because I graduate this May and I have no idea what I want to do. I feel like everyone around me is getting jobs, and I am definitely nowhere near that. Part of me knows that it is more realistic to get a stable job in Minnesota.

However, there is another part of me that wants to move to a completely different state or even country to experience something different. I recently came across an opportunity to move to Texas for a month this summer to act as a camp counselor. I know it isn't the most secure option, but I am more concerned with gaining experience.

I guess I feel like I am stuck between doing something stable and doing something more adventurous and fun. Please, I need some help! What should I do?

Almost Grad

Almost Grad,

You didn't end your question with a name, so I gave you one. I hope that's okay! I feel like "Almost Grad" literally sums up where you are in life and everyone only says "recent grad," not "almost grad." There is a big difference and a lot more anxiety.

Trust me, you are not the only one freaking out about graduation approaching. At the beginning of the semester, I would have bi-weekly mental breakdowns about if I would get a job after graduation, where I would be living and if my degree would really be useful. The list goes on, but I finally came to the conclusion that I don't need to have an answer today, next week or even after I graduate.

I think a lot of people have this idea that the job they get after they graduate is the one that they are going to have for the rest of their lives. Clearly, this is not the case, but there is this immense amount of pressure to have a job lined up after you graduate. Trust me, I get it, I'm in the exact same position as you.

What is important and what you should give yourself credit for is that you are looking at different options and being proactive about your plans after you get that diploma. That's an accomplishment in itself! We all know how hard it is to balance class, work and a social life as it is. It doesn't help to add trying to find a job to that list. I might be too mellow about this now, but I was once only consumed with finding a job. I stopped worrying and searching for jobs daily, and my life has become a lot less stressful.

The best thing you can do is to not compare yourself to others. This is much easier said than done, but you'll drive yourself crazy if you do. You aren't your friends, and your friends aren't you. Each of you will be making different choices after graduation and will be heading down different paths. Plus, there isn't a right or wrong way to get a job. A job is a job. Who cares what everyone else is doing around you? Focus on what you are doing, and you are doing the right things! You are thinking ahead and looking at different opportunities for your future.

You talk about finding a job that is "secure" or "stable," but nothing in life is. In all honesty, nothing in life is guaranteed, and jobs will constantly come and go. Those people who have jobs lined up after graduation aren't going to be the only successful ones. You, no one else, can measure your success.

I would suggest you don't worry about what is the most traditional or secure, but instead go with what makes you happy. You want adventure? Now is the perfect time, but it also doesn't have to be the perfect time.

I know that sounds a bit mixed up. What I am trying to say is that all of these choices are what you make of them. Obviously, there are some logistic things, like money and a living situation that you'll need to figure out, but guess what? Things always fall into place. No matter what you choose to do, make sure you are doing it because you want to and not because you feel like you have to.

Almost Grad, I wish you the best of luck as you move forward from this crazy chapter and onto the next adventure in your life. Remember that there is no right or wrong choice, just the choice that you make.

Good luck,

Colleen

Colleen Brown is a senior at UWRF going for an English literature degree. One thing that makes her qualified for this advice column is that she is a college student trying to make it through, just like everyone else.

Individuality can be found away from Target's dependable sameness

Lauren A. Simenson

Columnist

The Target store became a Minnesotan institution when, in the 1960s, the Dayton family turned its attention from its department stores that bore the family's name to creating a chain of discount stores located in the suburbs of the same state.

On Target's corporate website, there is a full timeline of the history of the iconic store. Target, an offshoot of the department store Dayton's, was pitched as a new type of shopping experience that would "combine the best of the fashion world with the best of the discount world, a quality store with quality merchandise at discount prices, and a discount supermarket."

Target became an almost instant success, and by the end of the 1970s Target had surpassed \$1 billion in sales. Since that milestone, the discount store has set up shop in almost every state in America, and even in some parts of Canada. Target has also grown the size of some of its stores into Target Greatland stores and then later into the first SuperTarget.

Currently, Target has exceeded \$50 billion in sales, has its own in-store brand and offers a wide expanse of products for every area of a person's life. Target, I think, has moved beyond being a store or a brand, and is almost a lifestyle to some people.

Target excels in offering every item you could ever think you could possibly need, or forget that you needed. The shopping experience at the store is notable as well. No matter where you are in the United States, shopping at a Target store is like pulling on your favorite pair of well-worn jeans: comfortably familiar.

Some people may like the dependableness of having the same products and experience no matter which Target store they are in. I, however, am totally over it. I do not like trekking through the huge expanse of the Target parking lot that is always filled with badly parked minivans and littered with a lid and straw of an Icee drink. I am annoyed by the sound

of the thudding of heavy footfalls as people stomp across the shiny and scuffed white floors as they hurry to fill their carts with a mess of plastic products.

Target is always so loud, too. Loud with the scraping and shrieking of carts being pushed and pulled this way and that way, and of the clicking of many plastic hangers being incessantly flipped through. More than anything though, I am frustrated by looking around at people who are pushing along in their carts the same things I have in my own. I do not want familiar uniformity; I crave something distinctive and unique.

This spring break began as most traditional spring breaks do: with a trip. This trip was not to some place warm and sandy though; it was instead a much-need shopping trip. For my adventure to find some wearable inspiration, I researched and armed myself with a list of the locations of vintage clothing stores, consignment shops and secondhand stores in the nearby Twin Cities. I spent a whole, wonderful day carefully inspecting and trying on clothing and shoes that had never spent time hanging on a rack in a Target store.

Unlike in Target, you are not guaranteed to ever find your size amongst any of the clothes you are searching through, and I almost never find shoes that are big enough. Neither can I rely on knowing exactly what I will find or the fact that, if I like something, it will still be there when I go back. These facts may be drawbacks to some shoppers, but to me the extra time and diligence it takes to find clothes no one else has makes it that much more worth it.

When I was younger, I flocked to Target because I wanted to look like everyone else, and Target was a great place to achieve that goal. These days, however, I am thankful that I no longer feel the need to dress like everyone else to feel a sense of belonging. I am proud to be a person who wears her individuality on her sleeve, or on her feet.

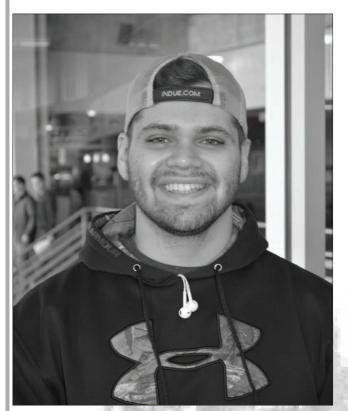
Lauren Simenson is a junior majoring in journalism and communication studies. Her interests include eating dark chocolate, online window shopping and reading anything she can get her hands on. While not at work, at school, taking naps or doing homework, she likes to cook, canoe, fish and write.

Do you have something to say?
Write a letter to the editor!
Email your thoughts to natalie.howell@my.uwrf.edu

Spring is upon us! What are you most excited for?

STUDENT voices

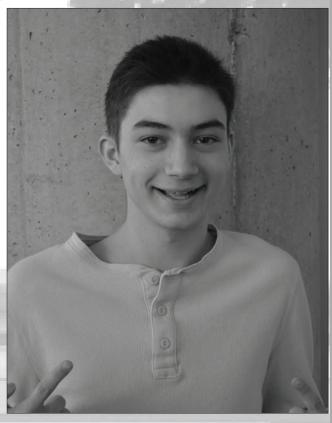
Compiled by Samantha Decker



Delfino Carrasco Senior "Playing rugby!"



Jacob Boe Senior "Golfing."



Joey Stucke
Freshman
"The weather and baseball season!"



Tanner Steinmetz
Junior
"Playing baseball."



Tyler Hall
Sophomore
"Going outside and enjoying the weather."

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To apply, fill out the Fall 2017 Student Voice application on the Student Voice FalconSync page!

Women's hockey season ends at NCAA Tournament Quarterfinals



Kathy M. Helgeson/University Communications

Carly Moran faces off against two Gustavus players in the NCAA Quarterfinals at Hunt Arena on Friday, March 10.

Zach Dwyer

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The women's hockey team had its season end in a heartbreaking fashion, falling to Gustavus 3-2 in the NCAA Tournament Quarterfinals at Hunt Arena on Friday, March 10.

The Falcons came out pushing the tempo early and attacking the Gustavus zone throughout the entire first period. Players and coaches at UW-River Falls have described all season that coming out with slow starts has been a downfall of this team. However, the Falcons came out flying from the opening puck drop and outshot the Gusties 12-4 in the first period.

But at the end of the first period, the scoreboard showed a 1-0 Gustavus lead. A rebounded goal by Allie Lewis came after a deflection by Falcons goalie Angie Hall at 6:27 in the period. This goal shifted the momentum, even as Gustavus had to play with its back against the wall the rest of the first.

"That's as good as we've played in the first period this season," Head Coach Joe Cranston said, "but we came away with no points on the board, and we took too many shots that weren't on the mark and that went into the goalie's chest."

The second period began to pick up in tempo of play, and penalties began to pile up for both teams. Both teams ended above their season penalty averages, and the game began to get chippier as the emotion of the situation grew.

Dani Sibley helped spark the Falcons early in the second period, chasing down a puck and working to set up teammate Emily Stark in front of the goal to even the game up at 1-1. Gustavus became much more aggressive in the period, but it remained tied at the end of two.

The Falcons came out in the third period with less than a minute left on their power play, but they took advantage of every second of it. Sibley sent a pass across the defense to Hailey Herdine, who snuck the puck past Gustavus goalie Amanda DiNella only thirty seconds into the period to take the lead for the first time of the night.

But the game was decided in the third period by the goaltending of DiNella and the power play success of Gustavus. Kristen Cash scored a power play goal only six seconds after a UWRF penalty to tie the game up at 2-2 and swing the momentum clearly in the favor of the Gusties. Cranston said it was a weird play where one of the Falcons got boxed out and couldn't get to the puck, and a bad bounce for UWRF changed the game.

DiNella was a force between the pipes for the Gusties, saving 38 shots and shutting down countless breakaways and opportunities by Falcon attackers. The way the sophomore goalie set the tone seemed to raise the play of the entire Gus-

"She was definitely the difference in the game," Cranston said. "We just couldn't get a bounce on her, and she was the best player in the rink tonight."

Gustavus completed its comeback with only about four minutes remaining in the game. A power play goal by Kaitlyn Klein would prove to be the game-winner. This goal also came only seven seconds into the power play, proving to be too much for the Falcons to overcome.

"We outplayed them for three periods tonight," Cranston said. "Once we scored [to go up 2-1], I thought we had the win, because we haven't let teams come back from that situation all season."

The Falcons outshot Gustavus 40-20, but couldn't take advantage of any opportunities down the stretch. DiNella shut down the Falcons in the closing two minutes after Angie Hall was pulled as goalie for an extra skater and Gustavus took the win 3-2.

Gustavus now advances to the NCAA Frozen Four, where it will take on Adrian College.

UWRF ends its season at 26-3, with this being its earliest playoff exit since losing to Gustavus by one goal in the 2012-2013 NCAA Quarterfinals. This will be the first season the UWRF seniors haven't made it to a frozen four.

"[These seniors] have set the stage. I think they've won 98 games in their four years, which has never been done here before," Cranston said. "They're great kids who've really raised the bar."

The season may have ended on a sour note, but the team still took home its fourth-straight WIAC regular season and postseason titles.

With important senior leaders leaving, new players must step up for the Falcons to attempt a 10th consecutive NCAA tournament. With the talent and youth the team has, the future could be ripe for another Frozen Four run.

UWRF senior caps women's ice hockey season with best player award

Ace Sauerwein

Falcon News Service

A tremendous, record-breaking, award-winning season for UW-River Falls women's hockey forward Dani Sibley has been capped off with the senior earning the 2017 Laura Hurd Award for the best NCAA Div. III player.

Sibley is the first player under Head Coach Joe Cranston to win the honor, which is awarded by the American Hockey Coaches Association (ACHA).

"Dani has worked extremely hard every year to become the player that she is today," Cranston said in an ACHA press release. "She is not only the best player I have ever coached, but also the best player I have seen at the Division III level."

Sibley grew up in Monticello, Minnesota, where she played high school hockey for the North Wright County River Hawks. Due to a strong family influence, the passion for hockey has been present for Sibley since she was a child.

"I started playing when I was five, and my dad has coached me all the way until high school," said Sibley. "My mom is my biggest fan, and the support system is really indescribable for me."

Before she was awarded the Laura Hurd Award, Sibley became the second straight Falcon to win Wisconsin Intercollegiate Athletic Conference (WIAC) Player of the Year. Former Falcon Chloe Kinsel won the award last year. However, Sibley said she wasn't caught up in winning the award.

"Honestly, I didn't even think about that award," said Sibley. "It's really meaningful to me and my teammates and the coaching staff."

The recent awards to Sibley were the last two she received in a long line of accolades this season. Sibley finished the season scoring 27 goals, eight of them on power plays, gathering 38 assists and tallying 65 points. All of those marks are single season records in the 18-year history for women's hockey at UWRF. Kinsel held the records from the team's title run last year. Humbly, Sibley plays down the achievements.

"At the end of the day, the most important thing for me is that I do everything in order for our team to have success," she said. "We want to be back in that National Championship game, so if I don't get another point from here until the end of the season I would be totally fine. I'm just giving it my all



Kathy M. Helgeson/University Communications Dani Sibley, senior women's hockey forward, has earned the 2017 Laura Hurd Award for the best NCAA Div. III player.

and giving my team the best opportunity to win and succeed." However, the team failed to reach its ultimate goal. The Falcons' season ended at home against Gustavus Adolphus in the first round of the NCAA tournament, which also brought Sibley's career at UWRF to a conclusion. Sibley spent four seasons at UWRF, and Cranston said he saw improvement each year.

"When she got here, she wasn't very fast. She wasn't a big difference maker immediately, but by the end of her freshman year, you could tell she was going to be a dominant player here," said Cranston.

During Sibley's freshman year at UWRF, Cranston sat Sibley for a game and told her she needed to get faster.

"To think I sat her out as a freshman and now she's that good. It's pretty remarkable what she's done," said Cranston. Sibley's hockey career is over, but she will continue at UWRF pursuing a degree in elementary education.

Athlete of the **Week: David** Paynotta



Kathy M. Helgeson/University Communications

Zach Dwyer

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David Paynotta had his highest career finish at the NCAA Div. III Indoor Track and Field National Championships on March 11.

While most people were on spring break, Paynotta finished second in the 60m dash with a time of 6.82 seconds in the final. He came into the race with the nation's fastest time at 6.72, but couldn't get past Jamal Watkins of Birmingham Southern.

Paynotta competed in the 200m final less than an hour later and also managed to put in a strong fifth place performance with a time of 22.05 seconds. His performance was good enough for 12 points and single-handedly put UW-River Falls in a tie for 15th for points at the meet. He finished his indoor career with school records in both the 60m and the

The Student Voice sat down with Paynotta to discuss his historical season and accomplishments at nationals, while also looking ahead to the outdoor track and field season.

Q: How many times have you been to the NCAA Div. III **Indoor Track and Field National Championships?**

A: This was my third time in indoor, and I'd been there the two previous indoor seasons.

Q: Did your previous attempts help you to try to improve on your final attempt at the national meet this year?

A: They helped a lot. I was a lot more calm and wasn't as nervous. You can tell nerves get a lot of people, but I felt different. I just tried to make the most of it because it was my

Q: Did coming into the meet with the fastest time this year give you confidence for what you could accomplish?

A: I thought I was going to win it. I was going for the national record and was really hoping for it, but nobody really ran a fast time in the finals.

Q: What was the mindset going into the 60m finals, after winning your heat but still seeing a gap to the topseeded time?

A: Prelims I wasn't really worried about, because I always run a much faster time in finals. I just went out there to win my heat and wasn't trying to put a big time up or anything. I was just excited to get to the finals, because the prelim races are the ones that get you a little nervous. Once you get to finals, it's all fun.

Q: What are your impressions from your final 60m

A: My start felt pretty good, but Jamal [Watkins] beat me on that first step. He got a really good start and I felt good throughout the race, but with that one step I couldn't catch

Q: Was it challenging to regroup from that to prepare yourself for the 200m final?

A: Not really, because I was really excited for the 200 because I had never made finals before. To be an All-American in that race was really exciting, and I just tried to have fun

Q: How did you feel about your 200m performance, placing fifth in the country in your second-best event?

A: I felt awesome after that. I got to race with Parker [Witt], who is the defending national champion. He got me off to a good start, and it was a really fun race. I didn't PR in the 200 this year but I had a season best for a flat track in prelims, so I felt really good going into finals.

Q: How exciting is it to see that your top career times have come in your final indoor season, as you move on now to the outdoor season?

A: I'm really excited for outdoor. I didn't run [outdoor] last year but took a grey shirt. But the year before that, I had top five times in the country for both those races (100m and 200m). My 60 is a lot faster than it was back then, so I'm really excited to see what happens.

Q: Looking forward to the outdoor season, what goals are still on the table for your final season on the track?

A: I want to win the 100 for sure, and I want to be an all-American in the 200, too. It's a lot of the same [as indoor], but the 100 has a little more room for error, but it's pretty much the same race.

River Falls Municipal Court has important role in city's law and order



Natalie Howell/Student Voice
The River Falls Municipal Court is located in the basement of City Hall and handles all citations issued by the
River Falls Police Department, the Fire Department and
the Inspection Department.

Destrey Zarfos

Falcon News Service

The municipal court in River Falls, located in the basement of City Hall, may not be well known, but it serves an important role in keep law and order in the community.

The court handles all citations issued by the River Falls Police Department (RFPD), the Fire Department and the Inspection Department. The citations include violations of traffic laws, building codes and animal-related ordinances, as well as statutes relating to behavior, alcohol and more.

River Falls is one of about 240 local governments in the state with a municipal court, according to the most recent directory published by the Wisconsin Supreme Court. In Pierce County, the only other community with a municipal court is Prescott. The courts are more prevalent in St. Croix County, with eight including one in Hudson.

Deanne Koll is the prosecuting attorney for the River Falls municipal court.

"Local municipalities can create a municipal court to hear municipal infractions. So, instead of sending all of your municipal citations to circuit court, which is the county court... you can dispose of those citations within your statutorily made municipal court," Koll said.

Koll has a busy job as the prosecuting attorney.

"The prosecuting attorney serves at the pleasure of the city council," she said. "I'm there to advocate for the city on citations that are issued by the police department. I represent the city and its constituents."

Traffic stops are the most common violation contested by defendants.

"If someone goes to the initial appearance to contest the citation, they get a date and time when they meet with me," Koll said. "That's called a pre-trial. At the pre-trial conference, we talk about why they're contesting it, the facts upon which they are contesting it, the issues that they had."

Sometimes people aren't contesting that it happened; instead, they have some other issue like losing their license, or not knowing about the particular traffic laws, or even extreme cases like having to rush a family member to the hospital. Koll said she has seen it all.

During a pre-trial, Koll usually comes to an agreement with the defendant.

"We usually dispose of those through stipulation and order where I agree to do something: Put them on a payment plan, or if they have compelling reason why they are not guilty, then dismiss the ticket, or send them to a restorative justice class to help them learn. We can come up with whatever agreement that I think is still serving the interest of the city," Koll said.

If Koll and the defendant cannot come to an agreement, then that matter is set for trial with Judge June Cicero. The municipal court judge is an elected position with a four-year term.

"We've had trials, and that is certainly the defendant's right and so they can request to be heard and sometimes that's just what they need, they just need to say their side and have a judge decide," said Koll.

Deputy Chief Jon Aubart of the River Falls Police Department (RFPD), said officers need to be prepared in case a citation is contested.

"If it's a speeding ticket, then they have to get all the documentation and the certification for the speedometer in the squad for the radar unit... that's all part of the requirement that we do that and show that the speed detection devices are operating properly," Aubart said. Different kinds of preparation and documentation are required for different cases.

RFPD does not want to issue tickets that have the chance to

be contested.

"We want good, solid tickets," Aubart said. "So if you were to look at them on a scale of one to 10, we want to be writing eight, nines and 10s. We don't want marginal tickets. That's

not good for the community; it's not good for the department."

In Aubart's opinion, the municipal court helps keep officers accountable.

"We're pretty fortunate here, because we have a very good municipal judge. She's fair. She'll hold you to task and you have to do things the proper way."

Cicero has been the municipal court judge since 1984.

Pets grow in popularity, fueling product sales and academic programs

Lisa Erickson

Falcon News Service

Pets are making their way into more house holds across the U.S., including Wisconsin.

The number of people owning pets in the U.S. has continued to rise since 2008, and people are spending a record amount of money on them. According to research firm Mintel, in 2016 the U.S. market for pet products and services was estimated at \$67.5 billion, an increase of 4.3 percent over 2015.

"The biggest increase we have seen in sales is in dog toys and dog chew bones," said Dawn Kobs, assistant store director-in-training at Family Fresh Market in River Falls. A very large section of the pet aisle is now dedicated to just chew bones.

Kobs also said she is surprised by the number people who buy cat litter but don't buy cat food.

"It's not always easy to understand what the customer wants and why, but we are happy to supply pet products to our customers," she said.

Nationally, more than 50 percent of dog owners and 38 percent of cat owners buy their pets gifts, according to the American Pet Products Association (APPA). Pet owners also want products that

help keep their pets healthy and happy. A recent APPA survey estimates that 65 percent of U.S. households have a pet. That equates to almost 80 million households. In 1988, the first year the survey was conducted, only 56 percent of U.S. households owned a pet.

Since the first of the year, a local veterinary clinic also has seen a noticeable increase in the number of clients it serves — and some unusual trends.

"We are seeing more and more clients who consider their pets as children," said Audrey Schalla-Pich, a certified veterinary technician for Kinnic Veterinary Service in River Falls.

Euromonitor International recently reported that pet owners worldwide, not just in the U.S., are increasingly treating their cats, dogs and even small mammals like members of their family.

The trend of humanizing pets continues to shape the pet product market. There is a new interest for products such as pet fitness trackers, video monitors and specialty foods — even doggy beer.

Meanwhile, UW-River Falls has seen a huge jump in interest for its new animal science companion animal program.

"There is an interesting trend among pet owners in the last few years," said Beth Rausch, who specializes in companion animal and mixed animal practice at UWRF. She has seen an increase not only in pet ownership, but also in interest among students who want to work with animals.

The companion animal program began with a handful of students two years ago and now has over 150 students enrolled.

Last spring, UWRF also initiated service dog training under the umbrella of the animal science program. Similar programs

Togi Juna Schneider/Student Veie

Tori Lynn Schneider/Student Voice

Mel, the service dog being trained in the UWRF Service Dog Training Program, looks at Lauren Destiche, one of the dog's handlers, during a meeting March 11, 2016.

are offered at a few other major campuses across the U.S., but this is the first of its kind within the UW System, according to the UWRF website.

The service dog training program, in partnership with Coco's Heart Dog Rescue of Hudson, provides companion animal majors with hands-on experience. The dogs with which they work may enter advanced training to help people in need, such as those suffering from Post-Traumatic Stress Disorder.

"Having a dog is part of getting back to what makes us human," explained Rausch. Dogs in particular have been a huge part of human evolution, and people want to have a deeper connection with them.

Rausch added that sometimes that connection might go too far with dog owners.

"The first thing we teach our students is that dogs are animals, and they behave like one," said Rausch. Problems, such as biting, are more likely to occur when people don't treat their animals like animals.

Eighty-seven percent of pet owners think of their pet not just as an animal, but as a member of the family, according to Mintel.

Even though the number of pet owners is rising across the

Even though the number of pet owners is rising across the U.S., the city of River Falls may not be seeing the same trend. In fact, the number of people purchasing a dog licenses has been going down for the last three years in a row.

"There were 839 licenses issued in 2012 and only 700 were issued last year," Bridget Hieb, deputy city clerk, said in an email. However, she added, "many people don't know they need a permit to own a dog in River Falls."

Dog licenses are issued from 8 a.m. to 5 p.m. weekdays at River Falls City Hall, 222 Lewis St.

UWRF softball recovers from slow start with spring break tournament

Zach Dwye

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The Falcon softball team made big strides on its spring break tournament in Florida from March 12-18. The team faced stiff competition and managed to rebound from its tough start to the season to post a 5-6 record over break by playing 11 games in six days.

UWRF faces the challenge of rebuilding this season with many new faces in unfamiliar roles. Ali Murray is the only senior on the roster, with six juniors joining her as upperclassman. Beyond that, it has been the task of the younger players and pitching staff learning to step up their play.

"It's a lot of learning, and they've been exposed to a lot of things. You can see the improvement through them," Head Coach Amber Dohlman said. "The young pitchers have been rocky at times but came back strong throughout the week [of spring break]."

Young faces have been leading the charge for hitting in the early parts of the season. Freshman Lexi Dupee is the team leader in batting average at .422, while sophomore Ali Krohn leads the team in hits, RBIs and total bases.

"We're young and still figuring things out and where people are going, but we're still being led by a sophomore and a freshman," Dohlman said. "We're seeing a lot of growing with that, and this team is going to come out and battle."

The Falcons have struggled in their first two innings of games this year, being outscored 31-5. But their biggest performance of the whole trip actually came in a 12-1 loss against Trine College. Trine was ranked No. 10 in the country, coming in undefeated and with over 20 home runs to their name in their first 14 games.

But UW-River Falls didn't back down, holding the game at 2-1 through the first two innings and responding to Trine's level of play. A bad third inning let the game get out of hand, but their early play could be a sign for things to come.

"In that moment where we competed with them, everyone was into the game and doing their job. Everyone was picking each other up and, if we play that way, we can be successful," Krohn said.

Dohlman said she was also impressed with the team's play and the way it came out ready to play from the start. She said she believes the pitching and batting are starting to mesh together, but the Falcons can't continue to afford giving up 10-run innings like they did against Trine.

"We're competing against teams, but we have to clean up the one bad inning. If we take away the walks we're right there with it," Dohlman said. "We need to keep moving people around [the bases], and our defense has gotten better." The spring break trip was also good for the confidence of the Falcons. After playing four tough games to start the year, the team has finally settled down and started to see some success

"It gives us assurance that we are a good team and how our play should be at a certain level," Murray said. "Our performance and getting those wins has been needed to show [where we're at]."

Krohn has also found a bit of individual success by extending her hitting streak to 11 games after UWRF's final victory against Washington and Jefferson College. This hitting streak includes every game down in Florida.

"The first couple of games in Florida, I was hitting eighth

or ninth in the lineup, so I didn't start at third, and I was really surprised when they put me there," Krohn said. "Giving me that opportunity is really helping, and I'm getting excited for other players and seeing the ball better so far this year. I also made the decision this year to just have fun instead of worrying."

But even with a young team starting to find success, they aren't taking anything for granted.

"We're always looking to improve on everything that we're doing," Krohn said. "It could be looking for more runs, eliminating extra runs [for opponents] or if we had errors. We work on every little aspect because, if you focus too much on one thing, you miss other parts."

This strong team bond is what's going to be necessary to carry the players through a tough WIAC conference. Selfless ball is being stressed strongly on this team, with Dohlman and players having more of a focus on working together to be better individually in order to get more team wins. Turning the season around will also be easier once the Falcons host their first games at their field as it enters its second year of

"Our new facility and field is amazing and is one of the top ones in the WIAC," Murray said. "The whole feel of getting to play out there with our fans and walk up songs will help us play better."

The 5-10 Falcons now travel to St. Mary's University on Saturday for a doubleheader, with game one starting at 1 p.m. UWRF will host its first games of the year against UW-Stevens Point on April 8.

Inexperienced director causes 'Kong: Skull Island' characters

to fall flat

Nicholas Weninger

Reviewer

A group of scientists, soldiers and adventurers explore a mythical and uncharted island of the Pacific Ocean. Big mistake. Their mission of discovery soon becomes one of survival.

With the newest edition to the long list of King Kong movies, "Kong: Skull Island" provides a lot to like and a lot to dislike. I couldn't help but leave the theater feeling like something was missing. This film had a lot to offer, and yet it feels incomplete.

My problem isn't with King Kong himself because, in that aspect, he is phenomenal. This is the biggest the Kong has ever been portrayed, and it's really cool to see. He is, intimidating, has both rage and a soft side and the animation is fantastic.

The special effects and the action sequences with Kong are by far the best parts of this movie. Action that does not involve Kong is, more often than not, just OK. It seems very cheesy and lacks intensity.

My problem here is with the characters. The only really good character in the movie is the one that John C. Reilly portrayed. He is fantastic and adds both the humor and the emotion.

Every other character honestly needs work. Now, how is that possible? With a cast of Tom Hiddleston, Brie Larson, Samuel L. Jackson, John Goodman and a bunch of other faces you will recognize, how could this

"Kong: Skull Island" had three writers: Dan Gilroy, Max Borenstein and Derek



Connolly. All of them have worked on big name films you will recognize, like "Jurassic World," "Godzilla" and "Nightcrawler." Yet collectively they failed to write good

Reilly and Jackson are the only ones to have any backstory or believable motivation for their actions, and Jackson is barely that. Leaving the theater, I couldn't recall one good scene of dialogue that offered any type of emotion, actual humor or memorable dialogue, other than when Jackson's character says, "Hold onto your butts," which referenced the original "Jurassic Park." I am really disappointed with the characters in this film because it had so much potential, but it doesn't even scratch the surface of what it could've offered.

The next issue is something that is increasingly becoming an issue in Hollywood. This is the issue of handing a big budget movie to

a director who has no experience with such films and who might only have one or two good low-budget indie films under their belt.

The director for "Kong: Skull Island" was Jordan Vogt-Roberts. Yeah, who is that? He directed the 2013 indie film "Kings of Summer" that had less than a \$1 million budget and made close to that amount, as well. Unless you are a big indie fan, odds are you never saw this film. Vogt-Roberts had no experience working with a big budget, let alone \$185 million, and it shows.

This, I think, is a big factor in why the characters are portrayed so lifelessly, boring and dull. Situations like this have become an issue lately. The directors of the newest "Fantastic Four," "Jurassic World," "The Amazing Spider-Man" movies and more have all had these issues. They have all done good low-budget indie films, but when handed a big budget, they fail completely

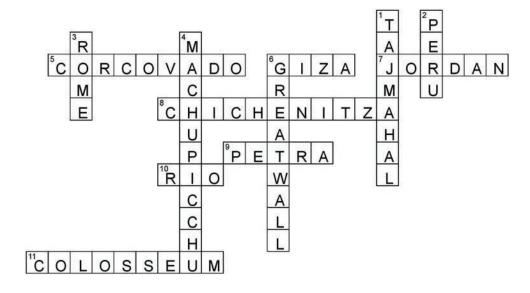
or don't do as good as they could or should have. Hollywood, please stop making this

With all of this said, there is one of thing that I really like, and that is that they answer one question: Where does Kong come from? I really like how they answer this question and the future possibilities that it opens up. I won't say much more, but stay for the end of the credits! Overall, "Kong: Skull Island" needed work with its writing and directing but the special effects were great.

Nicholas Weninger is a fifth-year broad field social studies major and has hopes to be a high school history teacher. He has a passion for movies, video games, sports and being outdoors. If you enjoy his reviews, check out his movie review website on Facebook called The Average Man Review.

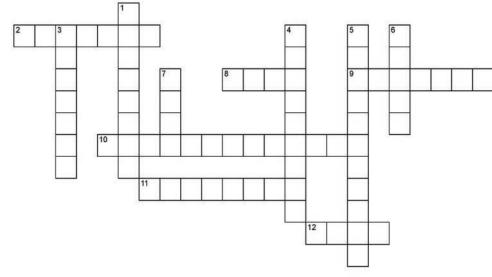
Last Week's Answers

New Seven Wonders of the World



Puzzle of the Week

Women's History Month



Find Freddy's lost feather in this issue of the Voice and win two free movie passes to the Falls Theatre!

The first person to report the find to natalie.howell@my.uwrf.edu AFTER 10 a.m. Friday wins!

Now Playing: "Beauty and the Beast"

The winner will be announced on the Voice's Twitter and Facebook accounts:

@uwrfvoice and facebook.com/Uwrfstudentvoice

ACROSS

- The first Women's Rights Convention was held in this state (2 words) Women were granted the right to do this in 1920 with the ratification of the 19th
- She was the first woman to fly solo across the Atlantic Ocean
- 10 In 1984, Geraldine Ferraro became the first major-party nominee for this office

11 This right was the center of the case Roe v. Wade

12 This Sally is known as the first woman to go to space

- This chemist is known for discovering the structure of DNA This was the first state to allow women to vote
- Historians largely agree that Victoria Woodhull was the first woman to run for this office Women were not allowed to take these out in their own names until 1974 (2 words)
- This physicist and chemist was the first person to win two Nobel prizes

Margaret Bourke-White was the photographer behind the photo on the cover of the first issue of this magazine

Puzzle created at puzzle-maker.com

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