

# THE BAYLOR LARIAT

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## OPINION PAGE 2

*“Journalism has hit the fault line of the technological age. The industry as a whole must leap toward the Internet with hope and optimism.”*

## SPORTS PAGE 5

*Run, Baylor, Run*  
No. 11 men’s track team looks to improve on last season thanks to experience, talent

## NEWS PAGE 6

*Don’t end up flippin’ burgers*  
Take a look at soon-to-be and recent graduates’ stories as they are on the prowl in the job market

# BAA readjusts for full independence

By LAURA REMSON  
STAFF WRITER

Following the Baylor Alumni Association’s decision to remain fully independent from Baylor, the organization is in the process of reorganizing, filling the advertising and communications gaps that Baylor once provided to the association. The major changes are regarding information systems and scholarship funds.

On Sept. 19 of last year, Baylor reached out to the BAA, asking that it give up its status as an

independent, nonprofit organization and be absorbed into the university. While there was no formal response from the BAA, the university withdrew its proposal on Oct. 27, stating that this was in the best interests of the university.

The BAA’s decision to remain independent also has caused the organization to lose access to the list of recent graduates and information that it previously received from the university as reported by The Lariat on Dec. 4.

Annually, the BAA would re-

ceive this information to inform students of its reduced-price LSAT, GRE and GMAT preparatory courses.

However, in December, the request for graduating students’ e-mail addresses was denied by the university for the first time, Beth Michaelis, director of membership and marketing at the BAA, said in The Lariat’s Dec. 4 article.

Dr. Karla Leeper, Baylor’s chief of staff to the president, explained that the university keeps a file of student information regarding classes, GPA,

grades and organizations students are involved with. Then, after graduation, the university keeps information about donations from and addresses of its graduates.

The alumni association previously and still does have access to information regarding its members, but all other information is handled on a request basis, Leeper said.

“They have made the decision they want to be an independent organization, so we are treating them as we treat any other organization,”

Leeper said.

“We may handle their requests differently,” Leeper said. “It depends on what they are asking for. They are a separate organization. A lot of folks would love to have information about our students. We treat [the BAA] like anything else because we think it’s our job to protect the privacy of our students’ information.”

Likewise, when the university denied the BAA’s request, Lori Fogleman, director of media communications, told The Lariat that the university would

not casually share student information with outside sources, noting that this is something students expect from their university.

At the moment, the BAA has not officially contracted any outside services, but it is in talks with two such companies. Jeff Kilgore, executive vice president/CEO of the BAA, estimates that this change to outside organizations will take at least six months.

The BAA met Tuesday with a

see BAA, pg. 6



MATT HELLMAN | STAFF PHOTOGRAPHER

## A Band of Brothers

Major Aaron C. Wentworth, assistant professor of Military Science for Baylor ROTC oversees a team of Baylor ROTC cadets during a demonstration of how to deal with media in the battlefield Thursday afternoon in the Marrs McClean Science building.

# 21st century: Wars turn to technology

By CATY HIRST  
STAFF WRITER

The Internet offers a plethora of services from networking sites to online banking to the latest in breaking news. Along with all the services the Internet has to offer comes a host of vulnerabilities, ranging from cyberwar to identity theft.

Cyberwar, one of the more extreme examples of cybersecurity, is conducted by using computers and the Internet to infiltrate government, financial or other networks. According to Dr. Brad Thayer, a political science professor, cyber technology is a new and unavoidable component of warfare.

Dr. Randal Vaughn, professor of information systems, said one of the most dangerous aspects of a cyber-attack is that the source cannot be positively identified.

“It is really difficult to implicate anybody when a cyber-incident occurs because there are no geographic restrictions with computers,” Vaughn said.

For example, although the Chinese government has been accused of the recent attacks on Google, Vaughn said this can’t be confirmed because expert hackers can take control of a computer from thousands of miles away.

In addition, the type of attacks range across a large spectrum.

Jon Allen, an information security officer for Baylor, said as technology continues to influence more areas of life, more areas will be affected by cyberattacks.

“We are connecting everything. We are taking infrastructure and tying it to something that really it wasn’t designed for,” Allen said.

Most experts agree that the

only way to be completely safe from a cyber-attack is to unplug from the Internet.

“A secure computer is one that is turned off and run over by a Mack truck,” Vaughn said.

Vaughn said the possibilities for cyber-attacks are endless.

“It’s kind of like thinking of everything that could go wrong and then add more,” Vaughn said. “You could take out a hospital room, take out nuclear power plants, open flood gates, etc.”

According to an article in the Journal of Universal Computer Science, approximately 2,800 power plants, 2 million miles of pipelines, 104 nuclear power plants, 80,000 dams, 1,600 water-treatment plants and 60,000 chemical plants in the U.S. operate on Internet networks.

Thayer said a cyber-attack could accompany a traditional military attack, precede a traditional military attack or it could stand alone.

Thayer cited the cyber-attacks on Estonia in 2007 as an example of cyber war without the traditional military invasion and the cyber-attacks on Georgia in 2008 as an example of cyberwarfare that accompanied a traditional military attack.

Although the predominant opinion is that the Russian government was behind the attacks on Estonia and Georgia, Vaughn said experts can never be completely sure.

The United States was attacked in 2003 by a group of hackers known as Titan Rain, according to Time magazine. The hackers managed to gain access to the networks at Lockheed Martin (an aerospace corporation), Sandia National Laboratories, Redstone Arsenal

see CYBER, pg. 6

# Relief: It’s more than just water

By BETHANY MOORE  
STAFF WRITER

Most Baylor students shudder at the thought of drinking the murky river water of the Brazos. However, for Dr. Stephen Bradley’s social entrepreneurship and economic development class, drinking the river water became a way to bring clean water to those in need.

This demonstration was part of a presentation from the Texas Baptist Men’s Water Ministry, called Just Water, to test the effects of a new powerful purification system.

Ron Mathis, the chairman of Just Water, brought in a bucket full of water from the Brazos, dropped in dog feces he collected from campus, and allowed the

mixture to flow through the system as he explained Just Water’s mission to Bradley’s class on Thursday.

“In the short period of time I’m going to be speaking to you right now, more than 1,000 babies will die due to bad water,” Mathis said. “That’s what I’m passionate about.”

This purification system is different from others, Mathis explained, because it is simple, effective and most importantly, cheap.

“If I were to go and put a great system in with all the odd bells and whistles, the first time it hiccups they would turn it off and never use it again,” Mathis said. “So when we come up with a humanitarian product it has to be simple. So simple an Aggie

could do it.”

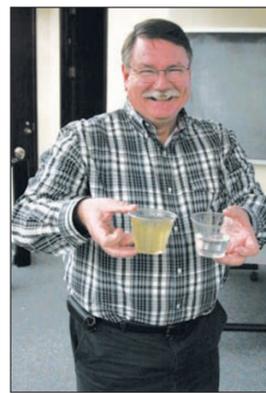
Seven years ago Mathis was working as a designer of hydrate water systems for pharmaceutical companies, hospitals and laboratories, when he had a calling from God to use his knowledge for humanitarian efforts.

“God said, no more of the real world, it’s time to go into the humanitarian world,” Mathis said.

Since then, Mathis has been working with Just Water to develop more products for water sustainability.

After marketing this purification system to more than 57 underdeveloped countries, Mathis has many countries that are currently using the product and many governments interested in

see WATER, pg. 3



JED DEAN | PHOTO EDITOR

Jim Newman shows the before and after products of a new water filtration system, “Just Water,” Thursday, in the Cashion Academic Center.

# Global mindsets: Program focuses on social change

By NEELY GUTHRIE  
REPORTER

Sambo Klauth described his experiences as a Cambodian living in Waco and is humbled about learning all he can to take back to his home country. Klauth is one of three international students at Baylor pursuing a new dual-degree from Baylor and George W. Truett Theological Seminary.

Klauth, Sovonnara Moch and Soo-Han Yeoh are the first three students to participate in Global Mission Leadership. According to ONE, the school of social work publication, the program

began in 2008 with funding from the Henry Luce Foundation.

GML is designed for international students and combines a master’s degree in social work and a master’s degree in theological studies. The interdisciplinary concept of the program equips students to return to their home country and affect social change under the banner of Christian love and care.

“I was interested in studying social work and integrate faith into my work in the future,” Klauth said. “Because the more I work in NGOs, the more I realize that social work is needed in Cambodia, in my country.”

Moch, also from Cambodia, said, “Every time I sit in [my mission work] class and professors share about leading a Christian life that is transformed by the love of God, we can make an impact and God can use us as a tool to impact other people’s lives. So that’s practical to me.”

Moch is in her first year of the program and previously worked as a counselor for five years in Cambodia, helping young girls who were victims of rape. The transition has been hard because Moch said she misses her job and her family, but she is learning a lot that she can take back home.

“I want to teach social work skills and counseling to young Cambodians who go to university ... I really want to transfer whatever I have to other generations so I can serve my own people,” Moch said.

Similarly, Klauth wants to put his degree to use in Cambodia by instituting child protection services.

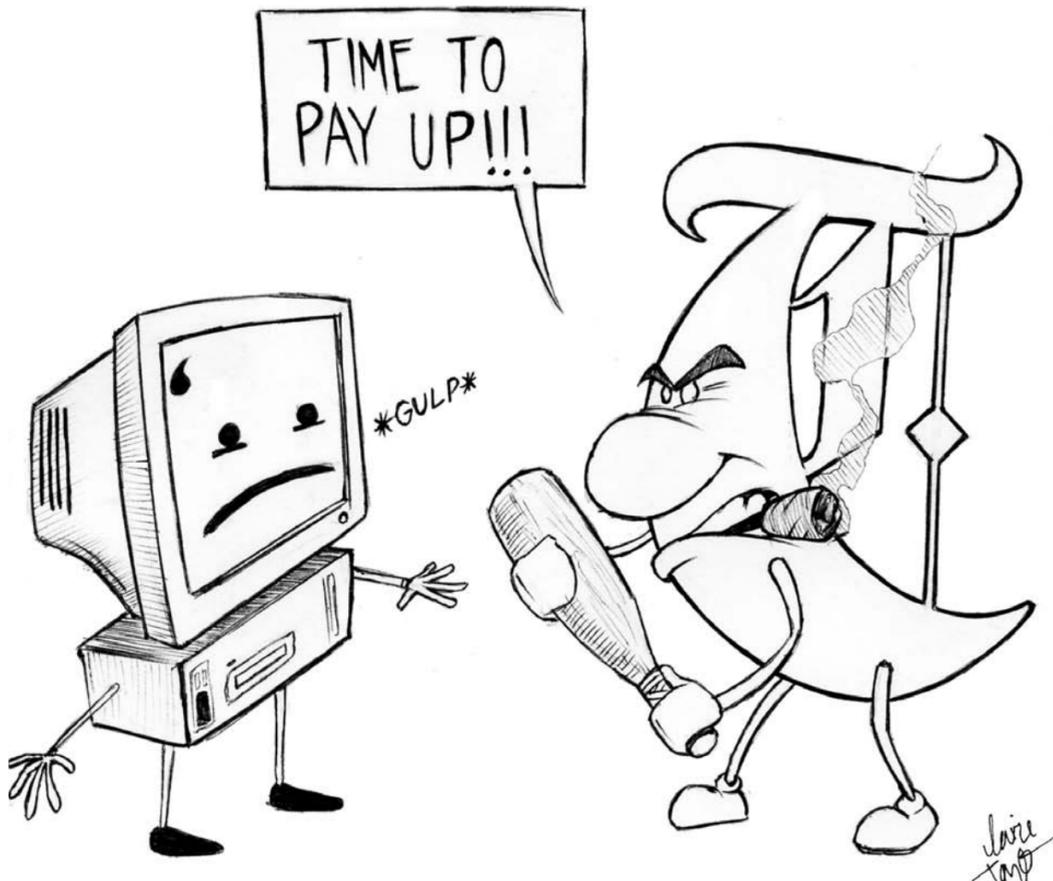
“I think advocacy is very important in the work I’ll be doing in order to change policies and laws in order to promote and create a children protection system because back home we

see GLOBAL, pg. 3



COURTESY PHOTO

(From left) Soo-han Yeoh, Sambo Klauth and Sovonnara Moch are members of the new Global Mission Leadership program that equips students to return to affect social change.



## New York Times to lead news industry by courageously charging for content

### Editorial

The New York Times, arguably the best newspaper in the industry, made the much-needed decision on Jan. 20 that it would begin charging online users for the content they wish to consume.

According to, ironically, The New York Times, the system will not be instated until 2011 and many of the major aspects of the plan have yet to be confirmed.

Some aspects of the future plan have been made clear. Those who already have subscriptions to the print version of the newspaper will not be required to pay any additional fees to read online content. This includes those readers who only subscribe to the Sunday edition.

Online consumers will be allowed to view a currently indefinite number of articles per month before being prompted to pay an also undetermined fee.

There is only one proper response: It is about time. "I think we should have done it years ago," Deputy National News Editor David Firestone told the New York Times. "As painful as it will be at the beginning, we have to get past the notion that high-quality news comes free."

Firestone is exactly right. The idea of "free news" has run rampant through our society.

For years The Times, along with nearly every other newspaper, has run a free-of-charge Web site that is being supported by the ever-shrinking revenues from print news. Sooner or later it has to stop.

Our society has clearly and fervently demonstrated to the media industry that consuming news online is becoming the preferred method.

NYTimes.com has more than 17 million readers a month in the United States. Compare that to its meek and dwindling 830,000 print subscribers and it becomes evident the tide has turned — we are an Internet-based culture.

"This announcement allows us to begin the thought process that's going to answer so many of the questions that we all care about," Arthur Sulzberger Jr. said. Sulzberger is the Times Company chairman and publisher of the prominent

newspaper. "We can't get this halfway right or three-quarters of the way right. We have to get

this really, really right."

This isn't the first time the Times has charged for its online content.

In 2005 the Times launched TimesSelect, a system that charged members \$7.95 a month to read special articles that were not available to the public. A yearly subscription was available for \$49.95. Only two years after that attempt, the Times announced it was ceasing the TimesSelect service.

The newly proposed system, even in its infantile stage, is promising.

The new system will capitalize on the newspaper's loyal readers while not affecting the millions of occasional users that visit the site.

The Times has provided ample time for many to think about the future of journalism. The Lariat thanks the Times for taking the first of many steps toward a business model that may finally clear the despair and uneasiness from newsrooms across the nation. The Times' decision affects not only how the public consumes news, but also the career paths of budding journalists. The newspaper industry is not dying — it is changing. The way people consume news will not always be from a broadsheet paper that fades as the days go by.

The New York Times' shift from a free Web site could benefit the entire news industry. If the innovative system shows signs of success after its launch in 2011, many papers could follow suit. As a figurehead for American journalism, the Times could be the pebble in the pond that starts the necessary and inevitable trend of payment for online content.

Journalism has hit the fault line of the technological age. The industry as a whole must leap toward the Internet with hope and optimism.

This shift will not be an easy one for readers or writers — but it must be done.

## Lariat Letters

### Response to State of the Union

First off, I would like to say that Barack Obama said some very good things last night. However, despite a few bits of promising rhetoric and some serious accomplishments, there are serious flaws in Obama's plan for this country.

On the positive side of things, Obama admitted that those who run corporations are, indeed, not evil. They are honest folks like you or me. In all seriousness, this is a big rhetorical step for a president whose first year in office has been mired by anti-business, anti-corporate sentiments both explicit and implicit.

It is clear that Obama has come to the understanding that without businesses, big and small, job creation is simply impossible. Perhaps he finally read that statistic that 77 percent of investors view him as an anti-business politician, but this is merely speculation.

My point is that Obama has heard or at least seems to have heard part of what conservatives have been saying all along. Businesses are a partner in civil society, not an enemy.

Obama did, however, go a step further with concern to business; he is now supporting and proposing a sweeping round of tax credits and cuts for small businesses, including some that are particularly aimed at promoting small business investment.

On whole, I fervently support tax cuts, particularly those aimed at business and the middle class (mind you, my ultimate goal is across-the-board tax reduction, but these segments of society are a good place to start), so this, too, struck me as a remarkable step in the right direction.

However, a thought soon began to ruminate in the back of my mind (especially as Obama's tax cut spree started to make him sound like Bush or Reagan) — Where is this money going to come from?

The only thing worse than not lowering taxes is lowering taxes without cutting an equal or higher amount of the budget. Just as soon as these thoughts began to go through me into a deficit-inspired depression, Obama once more offered a solution. He is going to institute a three-year spending freeze beginning in 2011. "Wow" was about all I could come up with in that moment. Mind you, there are some practical problems concerning Obama's debt-reduction program, (and it is coming next year as opposed to this year) but all in all this represents yet another positive step.

Finally, I should mention that Obama's comments on foreign relations were only marred by implying that he ended the Iraq war. Although Obama has presided over the implementation of the troop withdrawal, the document authorizing it has George W. Bush's name — not Obama's — on it.

Now, on to the negative. My biggest single problem with the speech was a series of rhetorical sleights-of-hand meant to attack conservatives and businesses without actually attacking them. Despite the steps I mentioned above, it was somewhat clear throughout the speech that Obama favors government over private enterprise.

He continued to blame banks almost entirely for the current crisis. Blame for the situation should be spread across banks, government and normal people who took out remarkably unsafe loans. By continuing to obscure the complexity of the situation by directing populist anger against banks and businesses in general, Obama does the American people a grave disservice.

He proposed a debt forgiveness program that favored government workers over their private brethren. Obama also continued to focus anger at the rich in general, building off Biden's belief that they aren't doing their share tax wise. Obama announced that there would be no extension on wealthy tax cuts, stating that they can afford to pay to end the deficit. Finally, Obama stirred some anger against conservatives in Congress. He remarked brightly about the optimism and positivity of the Democratic Party. He talked about a coming together. He announced that just saying no is not leadership. He spoke about the courage to propose something.

The implicit meaning of all of these statements is that Republicans are cowardly obstructionists who oppose his policies just to oppose them. I have no doubt that in the back of his mind he blames Republicans (rather than his own missteps) for the disaster that was his 2009 political docket. The anger and frustration stemming from this blame above all else makes itself apparent in his speech. It is in the rhetoric that I find the most to be angry about.

Obama should recognize the difficulty in a true conservative position. It is easy to propose a project that claims to help millions of Americans at a lower cost than the current system. It is difficult to tell those same Americans that such a plan offends the liberty of others and, as such, cannot be. It is easy to follow the progressive path that claims to lead to a land of peace, equality and happiness. It is difficult to follow the traditions of the past hoping they will bring the long-term goals they always have. In short, it is easy to follow the lead. It is difficult to stand up and say "No, You Can't."

Jeffrey Vitarius  
Economics '11

## Political leaders need to begin acting like adults in current country crisis

By **THOMAS L. FRIEDMAN**  
NEW YORK TIMES COLUMNIST

Maybe it's just me, but I've found the last few weeks in American politics particularly unnerving. Our economy is still very fragile, yet you would never know that by the way the political class is acting. We're like a patient who just got out of intensive care and is sitting up in bed for the first time when, suddenly, all the doctors and nurses at bedside start bickering. One of them throws a stethoscope across the room; someone else threatens to unplug all the monitors unless the hospital bills are paid by noon; and all the while the patient is thinking: "Are you people crazy? I am just starting to recover. Do you realize how easily I could relapse? Aren't there any adults here?"

Sometimes you wonder: Are we home alone? Obviously, the political and financial elites to whom we give authority often act on the basis of personal interests. But we still have a long way to go to get out of the mess we are in, and if our elites do not behave with a greater sense of the common good we could find our economy doing a double dip with a back flip.

Dov Seidman, the CEO of LRN, which helps companies build ethical cultures, likes to talk about two kinds of values: "situational values" and "sustainable values." Leaders, companies or individuals guided by situational values do whatever the situation will allow, no matter the wider interests of their communities. A banker who writes a mortgage for someone he knows can't make the payments over time is acting on situational values, saying: "I'll be gone when the bill comes due."

People inspired by sustainable values act just the opposite, saying: "I will never be gone. I will always be here. Therefore, I must

behave in ways that sustain — my employees, my customers, my suppliers, my environment, my country and my future generations."

Lately, we've seen an explosion of situational thinking. I support the broad proposals President Barack Obama put forth last week to prevent banks from becoming too big to fail and to protect taxpayers from banks that get in trouble by speculating and then expect us to bail them out. But the way the president unveiled his proposals — "if those folks want a fight, it's a fight I'm ready to have" — left me feeling as though he was looking for a way to bash the banks right after the Democrats' loss in Massachusetts, in order to score a few cheap political points more than to initiate a serious national discussion about an incredibly complex issue.

Obama is so much better when he takes a heated, knotty issue, like civil rights or banking reform, and talks to Americans as adults. He is so much better at making us smarter than angrier. Going to war with the banks for a quick political sugar high after an electoral loss will just work against him and us. It will spook the banks into lending even less and slow the recovery even more.

That said, part of me can't blame the president. The behavior of some leading Wall Street banks, particularly Goldman Sachs, has been utterly selfish. U.S. taxpayers saved Goldman by saving one of its big counter parties, AIG. By any fair calculation the U.S. Treasury should own a slice of Goldman today. Goldman has been the poster boy for banks behaving by "situational values" — exploiting whatever the situation, or rules that it helped to write, allowed.

Also, Obama tried to create a bipartisan commission to come up with a plan to reduce the national debt — a plan that would inflict pain on both parties by cutting some programs and raising some taxes. But the Republican leader, Sen. Mitch McConnell, said

the GOP would not cooperate with any commission that proposes raising taxes. And some liberal Democrats rejected cutting their favorite programs. Way to take one for the country, guys.

Then let's look at the unions — hardly paragons of sustainable thinking for the country. We all know they got more than their fair share in the General Motors settlement and in the Obama health care proposals because they could shake down the Democrats in return for votes.

And, finally, don't forget both the Democratic and Republican senators who have decided to get a quick populist boost by turning one of the few adults we have left — Federal Reserve Chairman Ben Bernanke — into a pinata. No, Bernanke is not blameless for the 2008 crisis. But since then he has helped steer the country back from the brink and kept us out of a depression. He absolutely deserves reappointment.

No doubt, this is a lousy season to be the leader of any institution. We are in the midst of a long period of austerity, where all that most leaders will be able to do is cut, fire and trim. It is so easy to play populism and run against them. But this time is different. When our government is this deeply involved in propping up our economy, and the economy is this fragile, politics as usual will kill us.

We badly need leaders inspired by sustainable values, not situational ones. Without that, we'll just be digging our hole deeper and making the reckoning, when it comes, that much more ferocious.

Thomas L. Friedman won the 2002 Pulitzer Prize for commentary, his third Pulitzer for *The New York Times*. He became the paper's foreign-affairs columnist in 1995.

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**Opinion Policy**  
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Please Recycle This Issue

# For local Czech bakery, business is a-boomin'

By **STEPHANIE LEE**  
REPORTER

For many Baylor students, home is where the heart is, and most of the time, home cooking means a great deal.

One Waco business owner does just that.

West resident Jeanne Anderson expanded her baking expertise when she opened up Gerik's Ole Czech Bakery and Deli in September in downtown Waco.

For Anderson, branching her Czech roots outside of West was simple.

"I own Pizza House and Gerik's Ole Czech Bakery in West," she said. "It's always been my dream to have like a European bakery, a mix of Czech and French cultures."

The quaint restaurant is stacked with layers of cake and Czech pastries made by Czech women who begin baking the day before the next day of service.

The workers are all West residents who have known Anderson for a number of years and are experienced at this craft.

This European flair with a Czech twist brought great feedback from local residents.

"This is the old Olive Branch downtown Waco," Anderson said. "The previous owners called me back in April and asked if I wanted it, and I said yes. I can put my girly touch on it and make it my own."

Anderson said there are about 50 menu items, and because of that, the choices are endless.

"We have homemade lunch specials every day, Monday through Friday. We'll have a full

deli in a couple of weeks with hotdogs and pizza slices," she said. "Kolaches are a favorite to many, and we are just five minutes from the Baylor campus."

Baylor employee and West resident Loretta Volcik believes

**"Cooking and baking are my passions. I enjoy serving and cooking food for everybody. I've gotten lots of good compliments in Waco, and the lines go out the door constantly, but I love it."**

Jeanne Anderson  
Owner

having this establishment is very rewarding and convenient.

"What I like most about having Gerik's close to Baylor is that if I get that craving for a taste of the Pizza House of West, I can just go take care of it at lunch," she said.

Anderson said the business is booming.

"Our sausage and kraut is the best-selling item. We go through

gallons. We sell about 60 hamburgers a day," Anderson said.

Although many people are interested in how these unique dishes are made, Anderson is true to her secrets.

"Our skunk eggs are so popular, but I can't tell you what's in it," she said.

"Everyone thinks skunks lay eggs, but this is not true. We were sitting at Pizza House in West, and I put a bunch of stuff together and fried it, and that's the skunk egg."

Anderson said one ingredient is essential for her delicious kolaches.

"It's all about the butter. You have to coat them in butter. That makes your mouth water."

"However, there's one secret ingredient too, and I can't tell you that. Everyone likes it though, and I love keeping my customers interested," Anderson said.

Anderson also said the variety of customers is endless.

"Since there are so many businesses nearby, we have anyone from lawyers to students," Anderson said. Houston sophomore Adrien Lavergne said he is happy the bakery is in Waco.

"Now, students like me don't have to drive 20 minutes to West, and that saves gas," he said. "We enjoy this food."

Family was the biggest influence to Anderson's success.

"It's my passion. I just love to cook, and so do my boys. Every day, I cooked with my aunt and my mom. There were six kids, and I always did the cooking, no matter what," Anderson said.

"My aunt always taught me how to make different seasonings



JED DEAN | PHOTO EDITOR

Gerik's Ole Czech Bakery & Deli is open 7 a.m.-5 p.m. Monday-Friday and 7 a.m.-3 p.m. Saturday. It recently opened at 601 Franklin in downtown Waco. They serve pastries and offer homemade lunch specials Monday-Friday. Anderson also owns the Pizza House and Gerik's Old Czech Bakery in West.

for meat. My aunt would babysit us, and we would make kolaches every other day and bread too."

And helping people brings her great pleasure.

"Cooking and baking are my passions," Anderson said.

"I enjoy serving and cooking food for everybody. I've gotten lots of good compliments in Waco, and the lines go out the door constantly, but I love it."

Because of heightened popu-

larity, the restaurant will undergo changes this coming weekend. Beginning next Monday, the bakery will have seating for about 120 people.

The old-fashioned Czech tradition gives many the taste of home. "It's so unique because everything I cook is homemade. When my mom and aunt taught me to cook, I know what kind of chicken to use in my chicken and dumplings to make the flavor

come out. Everything I make is just down-home southern cooking. It's fresh, not frozen," Anderson said.

The old-fashioned Czech family recipe is what Anderson will continue to use as she satisfies taste buds in Central Texas.

The bakery is located at 601 Franklin Ave. The hours of operation are Monday-Friday from 7 a.m.-5 p.m. and Saturday 7 a.m.-3 p.m.

## GLOBAL from pg. 1

program is called prevention and protection ... to build capacity of local authorities, churches, NGOs and all relevant stake holders in child protection so that they know how to protect children in communities."

Klauth's goal, small according to him, is to set up social counseling centers in churches so each

center has a lot of people from the community who can counsel and spread the gospel.

Yeoh's desire is to better equip churches. Yeoh came to Baylor from Malaysia but studied in Kentucky for her undergraduate degree 13 years ago. She returned to Malaysia, working for a non-profit called Malaysian Care and

was very active in her church. She was given new-believers to follow-up with, and she said there were two instances in which she felt very inadequate.

"What kind of role does the church play in their lives when people are in such places?" Yeoh asked. "The people in the church felt that they could not do any-

thing, so I felt like it shouldn't be like that. Because if you know Christ, it shouldn't be like that."

Yeoh's goal upon returning to Malaysia is to show the church how to better incorporate people that are different from them or have special needs.

"It's not so much that [the church is] not accepting, again it's

a question that they don't know how to include them ... if people other than the church community can do so many wonderful things, the church community can do even more because of who we belong to and who God is."

Jennifer Smyer, the director of Global Mission Leadership, cuts to the core of the Global Mission

Leadership. "The office of Global Mission Leadership is committed to educating Christian leaders to become catalysts of holistic transformation in nations of the world," Smyer wrote on the program's Web site.

# RecycleMania has kicked off

By **HOGAN ALLCORN**  
REPORTER

The Baylor Sustainability Committee is looking for some healthy competition for Baylor in the 2010 "RecycleMania" competition, which began earlier this month.

RecycleMania is a recycling competition among colleges and universities that has occurred annually since 2001. The original competition included only Miami University and Ohio University. Now, RecycleMania includes more than 600 schools in the U.S., Canada and Qatar. RecycleMania is a project of the College and University Recycling Council and was launched to promote recycling on a large scale.

"It's hard to make significant contributions to the green movement individually," Alec Cooley, program manager of RecycleMania headquarters, said. "RecycleMania is the most tangible way that college campuses can make significant concrete changes to the environment. Most schools already have recycling programs. Our program improves those recycling programs by uniting more and more campuses each year in the spirit of competition."

Amarillo junior Emily Saultz serves as a representative on the Baylor Sustainability Committee and looks forward to the competition.

"RecycleMania is a fun way to bring attention to environmental issues at Baylor," she said.

RecycleMania started Jan. 17 and ends on March 27. Students can contribute to the competition by simply recycling materials in any of the appropriate recycling bins and trash containers on campus. Baylor Grounds Services Manager Andy Trimble then collects the materials, delivers the materials to Sunbright Paper Recycling and tallies and reports the total weight.

"We (Baylor Grounds Services) also help anyone on campus when they need assistance with getting the larger recycling items

such as books and the like to the right place," Trimble said.

Last year Baylor finished third in the Big 12, falling short of the University of Colorado and the University of Missouri, which won first and second respectively. Over the 10-week competition, Baylor recycled 183,865 pounds of combined paper, cardboard, bottles and cans.

Smith Getterman, Baylor alumnus, has served as the first official Baylor Sustainability Committee coordinator since June and is excited to participate in RecycleMania for his first time.

"Our committee encourages Baylor students, faculty and staff to recycle, recycle, recycle all of the time," Getterman said. "We especially encourage recycling during this time because we are not only in a competition with other schools but also with ourselves. Each year we want to beat our previous amount of recycling to show that we are making progress toward a healthier environment," Getterman said.

In the first week of the competition this year, Baylor recycled 16,500 pounds, which is 320 pounds less than the first week last year.

Getterman said in addition to the green movement, RecycleMania and the Baylor Sustainability Committee go hand-in-hand with Baylor's role as a Christian institution.

"The Baylor Sustainability Committee's purpose doesn't have political or business intentions," Getterman said. "We don't care if you are right, left or middle. Our calling to go green lies in the heart of our faith. God did not give the earth to us to use and abuse. We are tools for God's purpose and are only here temporarily. We need to take care of the resources He gave us."

More information on RecycleMania and how to better the environment can be found at [www.recyclemania.org](http://www.recyclemania.org) or [www.baylor.edu/sustainability](http://www.baylor.edu/sustainability).

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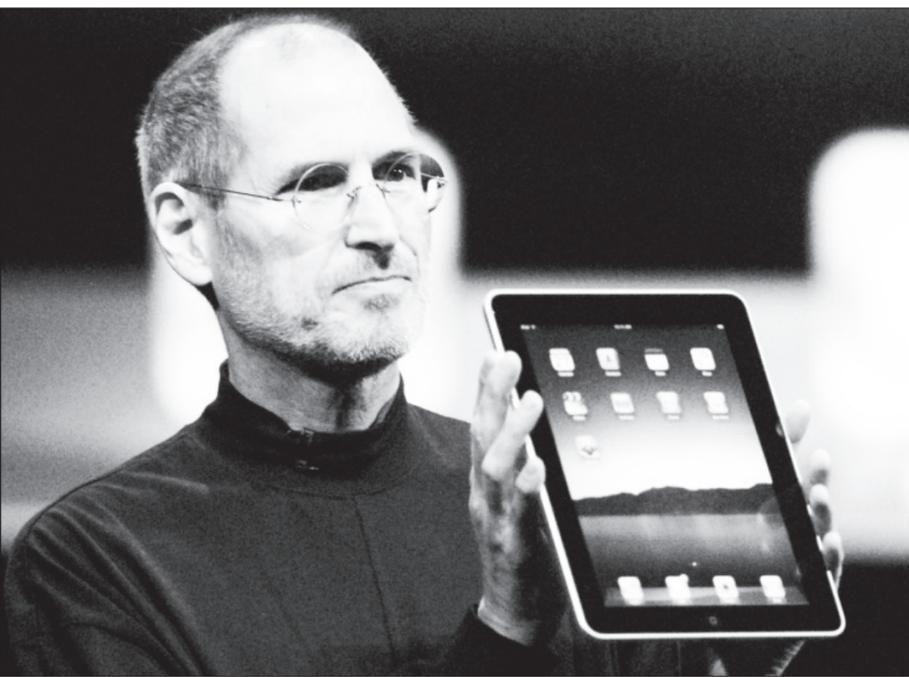


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# Is Apple's new iPad brilliant or just a bust?



Apple CEO Steve Jobs shows off the latest innovation, the new iPad tablet device, during an event in San Francisco on Wednesday.

By JESSICA ACKLEN  
ENTERTAINMENT EDITOR

I got my first iPod when they weighed as much as a brick, only came in white and had four buttons above the touch wheel.

My second iPod was a pink Nano. It held about 500 songs, had four games and the most impressive then about it was that it had a color screen.

For my last birthday, I finally got an iPod Touch. I have no idea how many songs it holds, but I can watch "Sex and the City" episodes, play Bejeweled and read a book all while I run on the treadmill. I can also check my bank account and spend its content with the ShopStyle.com.

The iPod Touch is absolutely everything I need. It has more applications, more commonly known as "apps" than one person could ever need or imagine. My iPod does everything that I need it to do and more.

Apple even created the iPhone in order to fill in the one gap that a normal iPod couldn't: making phone calls.

However, what is Apple supposed to do now that it invented an iPod and an iPhone that do it all and more?

The answer is simple: make a huge iPod Touch that costs more than some laptops.

When Steve Jobs introduced the world to the iPad tablet device on Wednesday, my first thought was about how it's just a large print iPod that is too big to carry in my purse.

In what is apparently Apple's answer to the Kindle, the unfortunately named iPad costs around \$500 and doesn't do much more than an iPod and even less than an iPhone, for it can not place calls.

The iPad has a bigger screen for you to watch movies on, which you can also do on a television, or your normal laptop, or an iPod.

You can read a book, which you can also do on your iPod or, heaven forbid, someone in America could actually read a real book made of paper.

This leads me to the question: Has Apple lost its all-powerful

digital innovative touch?

The iPod is all but a monopoly in the entertainment industry. The majority of consumers purchase their music off of iTunes and most of America owns either an iPod or an iPhone.

However, now we have the iPad. It doesn't even have a USB port. If you purchase one, it has the same strings attached to AT&T that the iPhone has, despite questionable success of the collaboration between the companies.

Moreover, the iPad falls short of many high expectations that consumers had for it. It has the same touch-operated keyboard that the iPhone has, but it will probably be too hard to type on because the iPad is so much wider than the iPhone.

There is no camera, webcam or video camera. The webcam is a huge disappointment because that could have revolutionized portable video chatting.

The iPad had so much potential, but it has yet to be seen if it will become a everyday staple that most other Apple products are now.

## ZZZ raises funds for relief in Haiti

By RACQUEL JOSEPH  
REPORTER

Saturday, with a Kool-Aid man suit, crazy costumes, and a Chevy step van in tow, Zeta Zigga Zamma, or ZZZ, will host Heroes for Haiti, a dance benefit to support Youth with a Mission's aid efforts.

Zeta Zigga Zamma will be giving students a chance to dress like superheroes and enjoy its well-known Kool-Aid bar at University Baptist Church Saturday.

San Diego, Calif., freshman Tiffany Lambert, along with San Antonio sophomore Kelly Oliver, originally proposed the idea of having a dance to raise funds for Haiti. They were inspired by the earlier church service at UBC during which all tithes were set aside to be donated to relief efforts.

"We thought, 'We can do something,'" Lambert said. "So we approached ZZZ because they've done this before, and people always come."

University Baptist community pastor Ben Dudley said that when Baylor student members of the congregation approached church leadership about using the space to host the event, University Baptist was very excited.

"Of course we want to help wherever we can. If that is opening up a space we want to do that," Dudley said.

Zeta Zigga Zamma, which began as a joke between friends, has always had service-minded aspirations.

"We've always had the goal to have at least one of our functions each semester to go directly to charity," Denver junior Ben Kessler, one of the seven founders of Zeta Zigga Zamma, said.

YWAM has maintained a center about 50 miles outside of Port-au-Prince in the town of Saint-Marc, Haiti, for 20 years. Now, they have been asked by the mayor of Port-au-Prince to register the refugees fleeing from the leveled city. Sean

Lambert, father of Tiffany Lambert, founder and president of YWAM Baja/San Diego and member of the Mission Global Leadership Team, said that at last count, about 8,000 refugees were flooding the streets of Saint-Marc.

In addition to this, YWAM is also providing its own service of supplying food and medical care to the refugees.

Every \$5,000 that YWAM receives from fundraising brings a truckload of food across the border between the Dominican Republic and Haiti. Thus, the Saint-Marc center needs all the help it can find.

"For the next month phase one is keeping people alive," Lambert said.

Wheaton, Ill., junior Drew Schutz, a Zeta Zigga Zamma founder, is looking forward to an excellent turn-out to support YWAM.

"I'm hoping for 700 or 750. Anything above that would be incredible," Schutz said.

According to past attendees, get-

ting people to show up has never been a problem for Zeta Zigga Zamma. Chattanooga, Tenn., freshman Kiki Mackey has attended almost every Zeta Zigga Zamma event since she arrived at Baylor.

"When you go to a ZZZ party, you just know you're going to have a good time and they really care about serving the community," Mackey said.

Schutz recommends that newcomers should expect lots of dancing, energy and a fun crowd at the event.

Zeta Zigga Zamma also plans to give out cards redeemable for free food from Chipotle to the first 100 people to arrive as an added incentive.

"People are definitely stepping up. I know people are trying. I see it on campus," Tiffany Lambert said.

Heroes for Haiti will be held from 9 p.m. to midnight, Saturday, Jan. 20, 2010 at University Baptist Church, 1701 Dutton Ave. Admission is \$5.

## Spicy Oatmeal Raisin Cookies

### Ingredients

- 1/2 cup butter, softened
- 1/2 cup butter flavored shortening
- 1 cup packed light brown sugar
- 1/2 cup white sugar
- 2 eggs
- 1 teaspoon vanilla extract
- 1 1/2 cups all-purpose flour
- 1 teaspoon baking soda
- 1 teaspoon ground cinnamon
- 1/2 teaspoon ground cloves
- 1/2 teaspoon salt
- 3 cups rolled oats
- 1 cup raisins

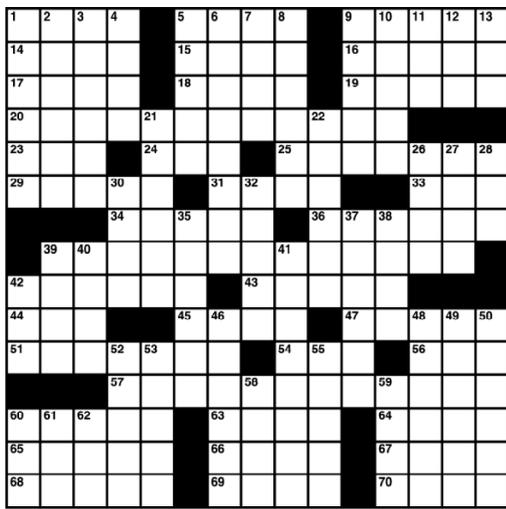
### Directions

Preheat oven to 350 degrees F. In a large bowl, cream together the butter, butter flavored shortening, brown sugar, white sugar, eggs, and vanilla until smooth. Combine the flour, baking soda, cinnamon, cloves, and salt; stir into the sugar mixture. Stir in the oats and raisins. Drop by rounded teaspoonfuls onto ungreased cookie sheets. Bake 10 to 12 minutes until light and golden. Let them cool for 2 minutes.

By: BETH SIGWORTH - ALLRECIPES.COM

## FUN TIMES Find answers at www.baylorlariat.com

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### Across

- 1 Trip with much hardship
- 5 Ampule
- 9 Bikini blast, briefly
- 14 Prefix with port
- 15 FAQ responses, e.g.
- 16 Belittle
- 17 Send out
- 18 "Gosh darn it!"
- 19 Language that gives us "floe"
- 20 Music lessons for Bill Clinton?
- 23 Oscar-winning role for Forest
- 24 PC backup key
- 25 Corrosion-resistant metal
- 29 Letter flourish
- 31 Sgt. Snorkel's pooch
- 33 An A will usually raise it: Abbr.
- 34 Science opening?
- 36 Most congenial
- 39 Documentary about Chicago's relationship

### Down

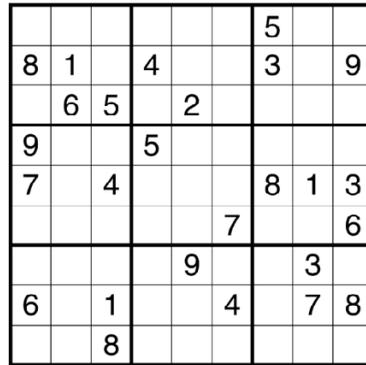
- 42 Event with a piñata
- 43 Stuffing stuff
- 44 "Exodus" hero
- 45 At the top of the heap
- 47 Roman \_\_\_: thinly disguised fiction
- 51 Often scandalous book genre
- 54 Dawdle behind
- 56 Old name of Tokyo
- 57 More equitable of two civil case juries?
- 60 With alacrity
- 63 Ruminant
- 64 Prefix with dextrous
- 65 Its capital is Apia
- 66 Performing \_\_\_
- 67 Despicable
- 68 Almost boil
- 69 Political cartoonist Thomas
- 70 Israeli statesman Weizman

- 1 One of Luther's 95
- 2 Like "The Day the Earth Stood Still," in 2008
- 3 Alchemist's creation
- 4 Hawk family bird
- 5 High-tech invader
- 6 Of one mind
- 7 Aptly named shaving lotion
- 8 Became unhinged
- 9 Capital on the Red River
- 10 Govt. security
- 11 Otologist's concern
- 12 Org. dodged by draft dodgers
- 13 Driver's starting point
- 21 Take down
- 22 Did a laundry chore
- 26 "\_\_\_ a Kick Out of You": Cole Porter
- 27 "\_\_\_-daisy!"
- 28 Welcome spot
- 30 "What You Need" band
- 32 Carryalls

- 35 Lacking capacity
- 37 2002 movie with Manny the Mammoth
- 38 Newspaper concern, esp. lately
- 39 Bold Ruler, to Secretariat
- 40 Versailles eye
- 41 Schedules of problems to be dealt with
- 42 More than plump
- 46 Jenna of "Dharma & Greg"
- 48 Musical based on an 1862 novel, for short
- 49 Safe to put away
- 50 More artful
- 52 Henry Blake's title on "M\*A\*S\*H"
- 53 Good place to get?
- 55 "Give it \_\_\_!"
- 58 Surrounding glow
- 59 Uninhibited party
- 60 The law, according to Mr. Bumble
- 61 Lobbying gp.
- 62 Org. for GPs

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# Six All-Americans spearhead men's track and field in 2010

By DANIEL CERNERO  
REPORTER

Anchored by six returning All-Americans, the No. 11-ranked Baylor's men's track and field team aims to use its experience to improve on its successful season from a year ago.

Last year featured an impressive individual performance by sprinter Trey Harts at the 200-meter distance. It was at the NCAA Indoor Championship that Harts became the first Baylor runner since Michael Johnson to win at the 200-meter distance.

The Bears started 2010 on the right foot at the Texas A&M Invitational Jan. 22, where senior Chris Gowell of Newport, Wales, had a record-breaking performance at the 1,000-meter distance with a time of 2 minutes, 22.38 seconds. Gowell broke Baylor's record previously set by Victor Valen in 1988. Head coach Todd Harbour said he was looking forward to seeing what Gowell can accomplish this year.

"(Gowell) is a team captain, and he's got a chance to challenge for a NCAA title this year," Harbour said.

Fort Worth junior Marcus Boyd, a runner at the 400-meter distance and member of the 4x400-meter relay team, said that at this point in the year, having a fast time is not always the focus.

"I just want to come out and run a good technical race," Boyd said. "I really wasn't worried about my time."

Boyd, rehabilitating from an injury suffered last year, said that if he is doing those little things right, he's confident his time will improve as the year goes on.

The 4x400-meter relay put together an incredible streak of 42 straight wins, capturing three NCAA Indoor Championships and two NCAA Outdoor Championships along the way. The relay squad had its streak broken last year at the NCAA Outdoor Championship, finishing in third place, 1.13 seconds off the time set by the Florida State Univer-



BAYLOR PHOTOGRAPHY

Fort Worth junior Marcus Boyd sprints during a 4x400-meter relay event in 2009. Boyd is one of six All-Americans returning to the spring 2010 men's track and field squad.

sity Seminoles.

"Last year we had so much pressure built up on us because of the streak that it kind of put us on edge at every meet we went to," Boyd said.

After finally losing, he said that it was almost a relief now that the pressure was gone.

This year, the relay squad will look to defend its NCAA Indoor title come the end of February in Fayetteville, Ark.

"We've got a group of guys this year that ran our fastest time faster than what we ran last year with the team that won Indoor Nationals," Harbour said.

The constant success of Baylor's men's track and field team starts at the top with its veteran coaching staff. In addition to Har-

bour, who is serving his fifth year as head coach, coach Clyde Hart continues to prepare the 4x400-meter relay. Hart, previously the head coach for 42 years before Harbour took over in 2005, was recently named the World Coach of the Year by the International Amateur Athletic Federation.

"All of our coaches are All-Americans, Baylor graduates and Hall of Fame people," Harbour said. "Between the whole coaching staff we've got 100 years of experience here at Baylor, and there's probably no other program in the whole country that has that."

The Bears hit the road Saturday for the Big 12 vs. Pac-10/SEC Challenge in College Station.



DANIEL CERNERO | LARIAT STAFF

Kerville junior Jordan Rux returns a serve Sunday against the University of Florida. The No. 6-ranked Bears knocked off the No. 11-ranked Florida Gators 5-2 to improve to 2-0 this season, and will welcome three teams Saturday and Sunday for the ITA Kick-off Weekend.

## Men's tennis geared for ITA Kick-off

By JEREMY JOSEPH  
REPORTER

The Baylor men's tennis team started its season 2-0, and it looks to improve its record this weekend during the ITA National Men's Team Indoors Qualifier at the Baylor Tennis Center.

The Bears open up the qualifier playing the No. 58 University of Iowa at 1 p.m. Saturday. The team will take on either No. 38-ranked TCU or No. 66-ranked Texas A&M University-Corpus Christi.

Winning the matches would put Baylor into a bracket of 16 of the nation's top teams. The ITA National Men's Team Indoor Championship will take place

Feb. 12-15 at the Boar's Head Sports Club, played host by the University of Virginia.

"It's not a big deal to make it there; it's to do well and take care of our business," senior Denes Lukacs said. "We've been there every year, and we're looking to play our best tennis in May."

The Bears, led by Lukacs and junior Jordan Rux, look to stay on track after a two-match stretch versus the University of Louisiana-Lafayette and No. 11-ranked Florida.

Baylor swept Louisiana-Lafayette by a 7-0 decision. Then, two days later, the Bears gained revenge from last year as it beat Florida 5-2. Rux clinched the match by beating Bob Van Over-

beek 7-5, 6-2.

"I think it was good for us to play a top-notch team like Florida just to get confidence," Rux said. "We struggled a bit last year after getting beat by them, so I think it was for the greater good to get our confidence up early so that we can carry it throughout the whole season."

"If we have a good season, it will put us in a better position for the NCAAAs."

Head coach Matt Knoll echoed Rux's beliefs.

"We want to build some momentum early, and we definitely have that," Knoll said. "These guys aren't rookies. That gives us a foundation to help us hopefully be a special team at the end."

### Sports Briefs

#### Football alters 2010 schedule

Baylor has moved its Sept. 4 game against TCU to Sept. 18. In place, the Bears will now play Sam Houston State University on Sept. 4.

#### Baseball returns from Cuba

The Baylor baseball team returned from a humanitarian trip to Cuba early Thursday morning. The Bears will begin spring practices Saturday.

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# Real world hints: Job hopefuls talk struggles, tips

By ERIN NIPPER  
REPORTER

Hannah Russell isn't sure what kind of paper to print her resume out on. She is worried about looking too young, being too over accessorized or maybe not accessorized enough. She hopes that she knows enough about the job she is about to interview for.

Russell, a college senior at an Arkansas university, is on her way to her very first job interview.

"I'm not prepared to be jobless," Russell said. "After I graduate in May, if I don't have a job, I have to rely on my parents. At least I have that option for a little

while. Some people don't."

Russell's degree in general studies will have emphasis in the areas of business, education and psychology. She said that she changed her major from early childhood education because there is currently no demand for teachers.

"If your major is in biology and you are not planning on going to graduate school, go ahead and apply for jobs that are not biology related," Russell said.

Many recent graduates and even future graduates are on the job hunt with little success.

Recent Baylor graduate Michele Harle completed her bachelor's degree in psychology and said she is only going to graduate

school because she is unable to find a job.

Dr. John Boyd, director of Career Services for Baylor, said graduates should prepare themselves to have to "satisfice." Or, as he said, "Find another alternative."

"An art history major can go to medical school. If you're a philosophy major, getting a job in retail might not be bad, or teaching for a year," said Boyd. "Find out to see if this is what you want. It's really not that critical. You've got a long time ahead of you and you have so many options."

While Boyd said it is important not to stress, he said not to neglect the important things.

"You are facing those people

who have been laid off in your same field," Boyd said. If you're the employer and you are looking at the resume of someone with five years of experience in the field and someone with none, that is a situation you have to be prepared for."

Boyd also said that the most important thing for college students to do is network.

"Network, network, network. Do not leave any stone unturned: your mother, your father, your parents' friends, anyone. It's all fair game. Find someone in that field you want to enter, who is working in the field and connect with that person. You have an immediate rapport because of your common interest."

Harle, who is currently writing essays and letters as she prepares to apply for graduate school says that she should have taken advantage of networking opportunities while she was at Baylor.

"I got turned down for internships," Harle said. She believes had she networked more she could have found an internship.

Although networking is important, Boyd said that you must show employers that you are ready for the job.

"Sell yourself, what did you do with yourself? It's up to the individual. What did you make of [your time in college]?" he said.

Many freshman and sophomores believe that the job hunt

only begins to affect them during their junior or senior year. Boyd said that as soon as you declare your major, begin planning for the future.

"Internships, study abroad, gain an international internship, be active in clubs or organizations related to your area of interest and never cease to network!" Boyd said.

Baylor offers a Career Prep Series that covers everything from writing a resume to transitioning from college to your first job.

Mock interviews will be held on campus on Feb. 3 and 4, and job fairs begin on Feb. 10. Students can sign up at [www.hireabear.com](http://www.hireabear.com)

## BAA from pg. 1

group called Pursuant Agency, which provides online marketing and social media services for groups, including alumni associations, Kilgore said.

While Erik Rogers, vice president of higher education at Pursuant, would not confirm the meeting, the agency helps nonprofit organizations, such as the BAA, to better communicate with their constituents.

"It's pretty comprehensive. We provide any and every service to nonprofit organizations as they are attempting to communicate with their constituents... whoever their clients may be," he said.

Other clients of the organization listed on its Web site include the Baylor Executive Masters of Business Administration, Baylor University Athletics and a number of university alumni groups, including the Purdue Alumni Association and University of Illinois Alumni Association.

Rogers would not comment further, noting privacy for potential clients.

The BAA also has a scheduled meeting with Blackbaud Inc., a company which could provide the data systems that will be required to connect with alumni.

Kilgore said the BAA is staying positive, particularly in regard to its mid-year membership revenue, which is up 10.2 percent from last year, from \$382,000 in 2008 to \$421,000 in 2009, accord-

ing to membership data sheets. He believes this increase is the alumni's response to the last six months.

The BAA's annual budget is approximately \$1.9 million, according to a fact sheet by The Dallas Morning News.

Since Baylor once provided help with advertising to appeal to students, faculty, staff and alumni, the BAA was free to use a portion of member dues to fund scholarships, said Kilgore.

However, since the university will no longer supply some information, the BAA has been in talks to hire out these services, thus reducing its funds available for scholarships.

"It is our intention to raise this money through increased memberships and surplus to our operations," Kilgore said in an E-mail to the Lariat. "Therefore, new and unforeseen costs of having now to secure separate data services to do our job will simply have a direct affect on our operation surpluses thus reducing the amount available for scholarship. Although duplicative in many regards, maybe having our own software and data information system is not a bad thing in regards to us being able to do our job, but it simply comes with a usage of funds that we could be directing toward our scholarship effort instead. We remain committed to both our work, raising scholarship for students and

moving forward."

In previous years, the BAA has donated all remaining membership revenue after operating costs are taken out.

That money is donated through Baylor's university development department, by giving its money to the BAA endowed scholarship program, which was created in 1997.

Since then, Kilgore said, the total BAA scholarship fund is just over \$200,000. While the amount of funds given by the BAA each year varies, last year the BAA donated \$6,877, according to Kilgore.

In an e-mail, Fogleman said that, through a combination of donation and interest, the BAA's endowed scholarship fund is valued at \$173,000. The fund did not give awards to students until 2005. Since then, there has been a total of \$60,500 awarded to students.

With the new costs associated with third-party contractors, the operating costs of the BAA will be higher and Kilgore anticipates scholarships donations will be lower.

In addition to working with outside organizations, Kilgore said the BAA would be making itself more of a presence at campus events and online.

"We are going to ramp up some on-campus marketing efforts, we are going to reach to students in ways that we haven't

in the past," Kilgore said.

"Traditionally, you advertise in the Lariat, you have to get yourselves out in front of student

groups on campus at student events, sponsor different things. We are also spending a lot of effort, as every alumni association

or business entity is, how to ramp up your online products and social media."

## CYBER from pg. 1

and NASA. Although the group was traced back to the Chinese mainland, the source of the attack is still uncertain.

"[Cyber war] is now part of warfare, this is now normal," Thayer said. "Most conflicts in the future are going to have this component to them. It is a new weapon in intelligence wars."

Vaughn said that although he is hesitant to use the term "cyber war" because he typically sees war as a more traditional military attack, he acknowledges that cyber war meets the 'BTKP' definition of war: Break things, kill people.

"Not every attack is a cyber-war and we have attacks going on all the time which are done by hackers or people who want to be considered hackers," Vaughn said.

For example, the Oklahoma Tax Commission was attacked Wednesday and individuals are victims of cybercrime on a daily basis.

Allen said Baylor is campaigning for more user awareness to prevent cyber-attacks on

Baylor faculty and students. He said many people are under the misconception that anti-virus ware will protect their computers from all attacks, even though it does not.

"It's a false sense of security," Allen said. "Just because people have anti-virus, does not mean they cannot get a virus."

Allen also said people need to be careful about the information they share, protecting their passwords, visiting unknown Web sites and opening attachments.

"A few years ago we could have said, 'As long as you don't download something to your computer you're safe.' Now its pretty common to get a virus by just going to a web site," Allen said.

Vaughn said another huge problem in cyberspace is banking networks, which are constantly being hacked.

"It happens in real time," Vaughn said. "Constantly. Someone is hacking a bank right now, but there are all forms of attacks. People are trying to get direct access to bank networks right now.

Cybercriminals are taking money out of someone's account right now. Twenty-four hours a day, 7 days a week."

Vaughn said one way to defend against cyber-attacks in banking is to have a personal computer specifically for banking. Do not use e-mail, surf the Web or go to online social networking sites on that personal computer. He acknowledges that most individuals won't do this but stresses that companies and universities should.

Vaughn said not to open attachments even from people you know, unless you have confirmed they sent it. Don't fall for the 'too good to be true' scams and buy good anti-virus protection.

Thayer said social networking sites, like Facebook and Myspace, are especially dangerous to users because of the personal information people are releasing into cyberspace.

"Technology has allowed criminals to exploit victims and stay ahead of police," Thayer said. "The responsibility is now on the individuals to be careful."

## WATER from pg. 1

the filter. However, the problem is affordability. The filters are only \$10; yet, those within more impoverished villages still cannot afford them. Many churches and individual donations have sustained the filters thus far, but Mathis wants to find a way to help these villages sustain themselves.

After hearing about Just Water, Bradley decided to challenge his students to come up with an economic plan for the villagers to purchase the filters and invited Mathis to present the product. This semester's class is the first to be involved with the project.

"This is a great opportunity for the students to see a company that is already having a huge impact but is still on the ground level," Bradley said. "For our students to come in and help with marketing

and production is a good learning opportunity."

At the end of the presentation, the students tried the newly purified Brazos water and were pleased with the product. One student said it tasted better than the fountain water.

San Antonio junior Casey Rinehart is excited about the challenge and chance to help market the product.

"I think the presentation went really well," Rinehart said. "It has a lot of potential all over the world, with lots of diverse markets from the poor and underdeveloped to mainstream America."

Just Water is also doing its part to aid the relief efforts in Haiti by sending 10,000 of the filters. Mathis said the filters have even caught the attention of actor Sean

Penn, who called him last week so he could take some of the filters to Haiti when he went.

The system operates by putting two buckets on top of one another, drilling a hole and placing the filter in between them. The buyer needs to then simply pour the unpurified water in the top and allow it to filter through.

The water filter comes in many different designs. One of the filters features an on-the-go hydrating system similar to a Camelbak, which allows a hiker to drink water from any river or stream by putting it through the small filter. Another design is installed under a sink and delivers clean water straight through the faucet.

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