



The Baylor Lariat

WEDNESDAY | APRIL 27, 2011

www.baylorlariat.com



SPORTS Page 7

Rain go away

Lady Bears softball beats Texas State, 4-1, in a lightning-shortened win

A&E Page 6

Kick out the jams

Several friends make up Waco hip-hop group Kick Up Kids, who claim the Beastie Boys as a primary influence

NEWS Page 4

Bat out of Waco

A Baylor study examines the types of constructions Waco's bat population calls home

Vol. 112 No. 49

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In Print

>>> Tough transition

Former soldiers adjust to college life after serving in the military

Page 3

>>> Booming again

The business retention and expansion team at the Greater Waco Chamber of Commerce aids local manufacturers

Page 4

>>> Album on the way

Baylor Religious Hour, a student-led choir, will travel to Ghana in June to do mission work and record a CD

Page 6

>>> Eat her dust

Tiffani McReynolds, freshman track star, has enjoyed a record-breaking debut, including the No. 1 ranking in the NCAA in the 100-meter hurdles

Page 7

>>> Champs again

The No. 7 women's tennis team defeats Texas Tech to finish 10-1 in conference play and win its seventh straight Big 12 championship

Page 7

Viewpoints

"To gain a greater understanding of the people around them, those who participated in community input, and even those who did not, should be aware of what concerns the community wants its administration to address. Displaying the prevailing trends would therefore serve to further bring the Baylor community together."

Page 2

Bear Briefs

The place to go to know the places to go

Golf coach retires

Baylor women's golf coach Sylvia Ferdon announced Tuesday she will retire after 17 years as the Lady Bears' head coach. Her Baylor coaching highlights include 10 NCAA Regional appearances and three third-place finishes at the Big 12 tournament.



History professor awarded research funds

BY MOLLY PACKER
REPORTER

Thanks to the Baylor graduating class of 1945, history professor Jeffrey Hamilton will travel to England sometime after the fall semester in 2011 to research the life of Henry de Lacy, the counselor to both Edward I and II who played an important political role in medieval England.

Hamilton, chairman of the history department, won the Centennial Professor Honor Award that supplies professors with funds to support research opportunities that are not covered by the university already.

Dr. Joe Cox, professor of management, leads the Centennial Professor Honor Award Committee.

"We thought Jeff Hamilton's proposal was solid and it met the criteria the committee thought was important," Cox said.

The committee looks for faculty who might have trouble funding research. Cox said the award is meant to help faculty bring back new and interesting information to the classroom.

The funds for the award were given by the 100th class to graduate from Baylor. Instead of leaving behind a physical gift, the class of 1945 decided to leave funds so that every year a tenured professor would be granted the opportunity to pursue research that otherwise might not be covered by the university.

Hamilton, who specializes in medieval English and French history, hopes to bring back information about de Lacy along with pictures and research about medieval England as a whole.

SEE RESEARCH, page 8



MATT HELLMAN | LARIAT PHOTOGRAPHER

What tornado?

San Antonio sophomore Eric Ortega, Fort Worth sophomore Alan Reyes, Houston freshman Andrew Shan and Houston freshman Tung Nguyen stand outside Moody Memorial Library Tuesday, watching the storm despite a tornado warning for McLennan County.

Starr anchors Dr Pepper Hour

BY SARA TIRRITO
STAFF WRITER

President Ken Starr hosted the final Dr Pepper Hour of the year Tuesday, greeting students with hugs and handshakes.

"I think people were really nostalgic and yet anticipating finals, so it was a good time to relax together," Starr said.

As students mingled and enjoyed their ice cream, many chatted with Starr, stopping to introduce themselves and snap a quick photo.

Tyler senior Kathryn Wiley said she appreciated the chance to meet the president before her graduation.

"I think it's great that Judge Starr is so involved on campus," Wiley said. "I see him everywhere from baseball games to pep rallies that the school might put on, so it's great that he's here at the last Dr Pepper Hour. I've never met him before, this is my first time to meet him, so it was an honor to get to meet him before walking the stage."

Beaumont senior Lonnie Reed, who had met the president previously, said Starr's ability to balance prominence with accessibility is impressive.

"He's very accessible and I re-

SEE STARR, page 8



SARA TIRRITO | STAFF WRITER

President Ken Starr converses with students and faculty members Tuesday during Dr Pepper Hour in the Bill Daniel Student Center.

New frozen yogurt shop adds to local options

Oso's to compete with four others in battle for business

BY BROOKE BAILEY
CONTRIBUTOR

Yogurt fanatics will have even more choices in the near future. The wife and daughter of Baylor's head football coach, Art Briles, will open a frozen yogurt shop called Oso's— that's Spanish for "bear"— in less than two weeks, Staley Lebby, Briles' daughter, said.

"The vibe for Oso's will be sleek and modern," Lebby said. "We will

have indoor and outdoor seating, a dog-friendly patio and great tunes in the background. We are aiming for a hip and cozy place where people will want to come and enjoy a delicious and healthy cup of fro-yo."

Oso's will be located at 215 Mary Ave.

"Oso's is going to be the self-serve style with plenty of fresh fruit and yummy toppings to choose from," Lebby says.

Mr. Snow's Fro-Yo, Orange Cup and 3 Spoons all serve frozen yogurt in Waco. Mr. Snow and 3 Spoons use a self-serve style. Orange Cup, located on Fifth Street, near campus, is trying a different approach than other Orange Cup

franchises.

"We're not turning from Orange Cup, but we're kind of making it our own. We're adding our own flavors, toppings and price specials," manager Amanda Colwell said.

To help lulls in business, special promotions are usually offered.

"When Baylor's gone, it's really dead," Colwell said of her daily flow of customers.

A lot of students, particularly young women, come to Orange Cup for their frozen yogurt fix, Colwell said. Clifton sophomore Hannah Blanton said she is a yo-

SEE YOGURT, page 8



MATT HELLMAN | LARIAT PHOTOGRAPHER

Waco residents enjoy free frozen yogurt at 3 Spoons in January during the grand opening in the Central Texas Marketplace.

Panel to discuss popular book's controversial theology

BY STORI LONG
REPORTER

Before Rob Bell's latest book even hit the shelves on March 15, it was already a source of heated debate.

Bell, founder of Mars Hill Bible Church in Grandville, Mich., has been criticized by some in the Christian community who claim his book, "Love Wins: A Book about Heaven, Hell and the Fate of Every Person who Ever Lived," promotes the idea that everyone goes to heaven.

The video advertising the book was enough to raise eyebrows, and the controversy surrounding the book has continued since its release.

In an effort to foster an open dialogue concerning the issues presented in Bell's book, the religion club is hosting a discussion of the book, which will be held from 3:45 p.m. to 5 p.m. today in Kayser Auditorium.

Dr. Jonathan Tran, assistant professor of theological ethics, said the book's national publicity and his students' discussion of it

inspired his desire to organize the formal discussion.

"I think this book has been largely misunderstood," Tran said. "Bell is a very polarizing figure and the topic is one that is can be a very difficult one."

According to The Grand Rapids Press, one day after the book's release it launched to No. 5 on the Amazon.com best-seller list. Bell was also added to Time magazine's annual list of 100 Most Influential People.

Religion professor Dr. David Moseman serves as an adviser for

the religion club.

"This is a book that a lot of people are reading," Moseman said. "And it needs to be discussed and what we are trying to do is frame that discussion in a conversation. Issues like this can be sticky and thorny and have a lot of opinion surrounding them, and hopefully this will help to promote good and useful discussion."

Tran also sees this discussion as relevant to students.

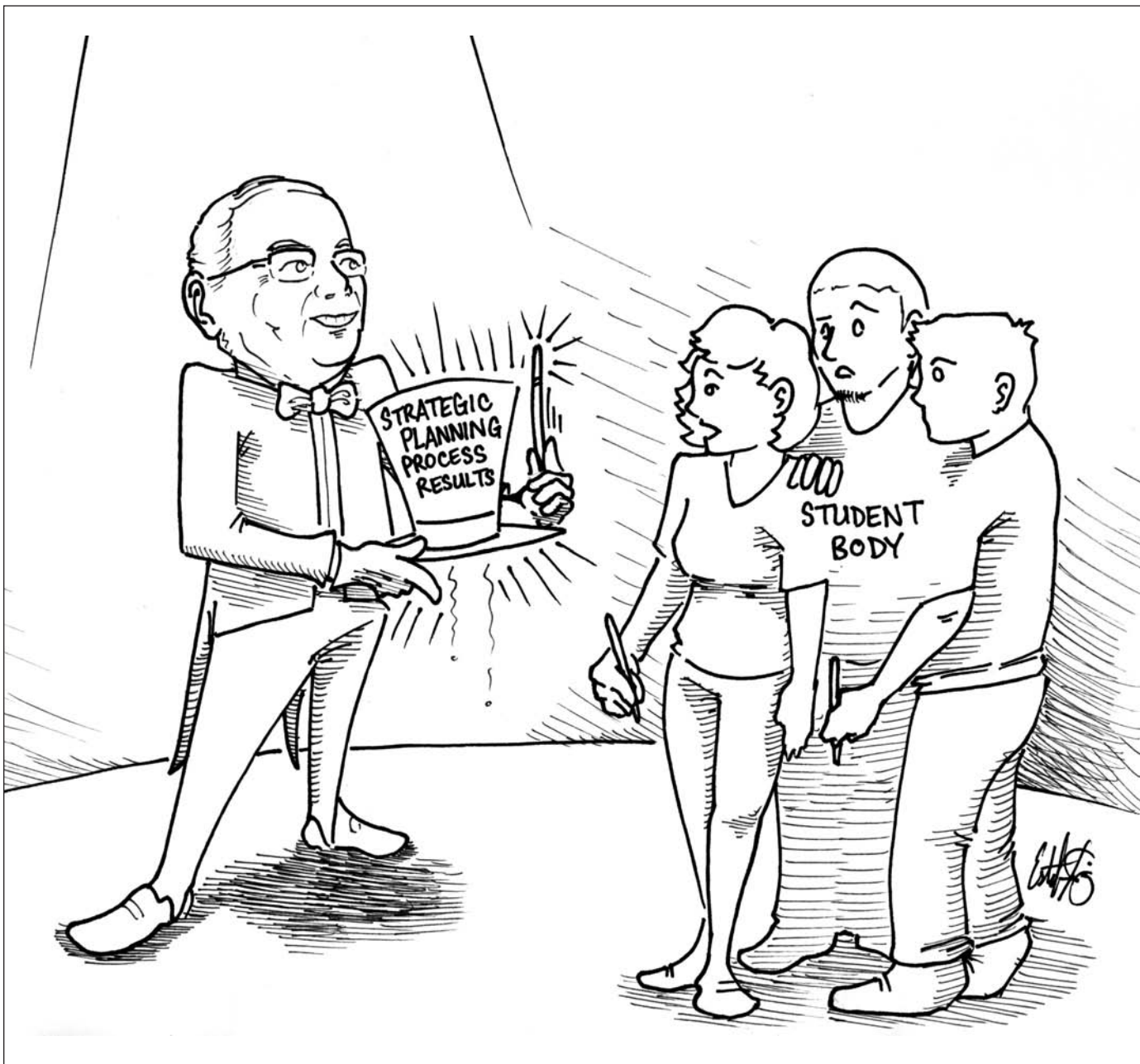
"I have heard a lot of students talk about this and we really want to meet and engage students

where they are, and they are reading this book," Tran said.

A panel made up of George W. Truett Seminary professors, religion professors and a pastor will be present at the discussion. Despite the panel, those involved hope that the discussion and questions come primarily from the students who attend.

"The field of theology is unique in that unlike advanced mathematics or something; stu-

SEE BOOK, page 8



Community should be provided Strategic Planning information

Editorial

Baylor’s strategic planning effort, responsible for gathering information from the Baylor community and drafting a plan for the future, will end its period of community input.

Since December, the university has sought opinions and statements from the Baylor community regarding concerns on campus and hopes for Baylor’s future. From “Envisioning the Future,” a document by Dr. Elizabeth Davis, executive vice president and provost, questions arise about how Baylor can deal with the ever-rising cost of college and potential social, spiritual and physical programs on campus.

The chance has passed to provide input, and the next step is synthesis and analysis. The strategic planning website describes a report to be written and delivered to President Ken Starr, Davis and the rest of the members of the Executive Council.

There is no problem in creat-

ing a document confidential to the aforementioned people, but Baylor should consider showing the significant findings from the input to the Baylor community.

With the current process, the Baylor community will not be told of the trends seen in the community input until Starr and the executive council take the synthesis and analysis report and write a draft plan incorporating Baylor’s vision, mission and community input.

Even then, the draft plan must be approved by the Baylor Board of Regents before the Baylor community can provide feedback.

Nowhere does the website mention the community being able to see the raw numbers and comments of their input as a whole.

There are times when information must be kept confidential to improve efficiency, but strategic planning does not appear to be one of those times.

It is true that people can give a thumbs up or thumbs down to the draft plan, but they will never

know how much of the community’s input impacted the plan.

“There are times when information must be kept confidential to improve efficiency, but strategic planning does not appear to be one of those times.”

Also, the openness of information would lead to accountability of the administration. If the community input is made public knowledge, it is likely that role played by the community will be greater and the weight of input would be more.

Individual members of the Baylor community do not know how the rest of the community views issues beyond their own thoughts and those with whom

they communicate.

To gain a greater understanding of the people around them, those who participated in community input, and even those who did not, should be aware of what concerns the community wants its administration to address. Displaying the prevailing trends would therefore serve to further bring the Baylor community together.

The community will also have the chance to better analyze the draft plan, knowing what the community wants as a whole.

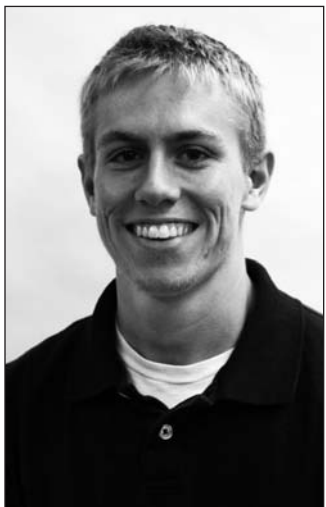
There is no harm that could come with telling Baylor students, faculty, staff and alumni what their input reveals about Baylor.

The result would be a well-informed body, unified in knowledge.

Thus, we call for the opportunity to see the input received by Baylor in order to make judgments for ourselves about the draft plan, for to be fully informed is the best way to evaluate the plan for the future.

News should ignite desire for change

I do not care whether you take in news by reading a New York Times, browsing your Yahoo homepage headlines or simply overhearing the overzealous polysci major in your 8 a.m. class.



Matt Larsen | Sports Writer

It doesn’t bother me if you learned of the Lady Bears’ Elite Eight run, the Libyan conflict and the Japanese earthquake from your news-savvy roommate before you turned to the Lariat. (Here’s a nice place to say thanks for reading the Lariat, though.)

What bothers me is how we respond.

If you’re anything like me, your news consumption is spotty at best.

I know. I receive any and all rebuke for being that journalist whose knowledge of current world events is limited to every other day’s headlines.

But both a college student with spotty news knowledge and the retiree who reads four papers cover-to-cover over his morning coffee tend to come away with the same picture of the world: bleak.

The most widespread critique of newspapers I hear from non-journalists is how depressed, gloomy, hopeless or [insert synonym here] reading the newspaper makes them feel.

My response: I couldn’t agree more. I do not turn to a newspaper to get a little pep in my step.

What’s more, I would be worried if people came away from reading a newspaper thinking the world was not chalk full of problems that need to be fixed.

While journalists have a responsibility to publish “the good and the bad,” the journalists have a responsibility to inform their audience of the information most pertinent to them, not create a picture of the world that makes everyone feel warm and fuzzy.

Warm and fuzzy articles have their place in the paper as do stories that inspire hope, but newspapers leave most people feeling dissatisfied with the world in which we live because the world in which

we live should inspire dissatisfaction.

There is a reality of pain, suffering and death around the world that should not be hidden behind feel-good stories.

Readers should experience a degree of discomfort at reading about the massive yet never-clearly-defined number of deaths in the Haitian earthquake.

The discomfort, however, is not the journalist’s, God’s, President Obama’s or anyone else’s goal in the end.

No one desires for the Baylor or U.S. population to walk around in a state of constant depression.

The discomfort births compassion.

And yet compassion in and of itself amounts to very little. We need an outlet for change, an outlet where we can see injustices reconciled. We get injustice. It’s not a foreign concept.

Since the time we were toddlers fighting for a toy that was “rightfully” ours, we have known to appeal to the parental outlet with the power to effect change.

Our only problem now in a world of adults is where to find our parental outlet of change.

We are taught as Americans that our government is and always will be the righter of injustices and the bringer of hope to situations of devastation.

Yet, as our hands-tied government sat on the verge of a lockdown due to non-settlement on spending last week, I can’t help but think that our government was never supposed to be the outlet for change this world desperately needs.

We subconsciously call our vote our act of justice as we elect-lawmakers.

Voting is important, but if we’re entrusting our policy makers to take down every stronghold of injustice around the world, I think we are vastly overestimating our government and misunderstanding its purpose.

Government is meant for protection and order. People are meant for change.

I am not saying every article you read must send you straight to Expedia to book your flight for the country most devastated by natural or unnatural disasters that day.

But let’s stop seeing government as our primary means of change when the world is nearly as full of churches (not to mention non-profit and other service organizations) as it is problems.

Churches, simply meaning the groups of people who call themselves Christians, by definition and design are meant to change the world.

So let’s go to work.

Sara Tirrito is a junior journalism and religion major from Katy and a sports writer for the Lariat.

Students, teachers suffer from cuts to Writing Project

I grew up in a household that valued the written word.

I wrote short stories for fun. I read voraciously. I took a journal along on family vacations so that I could chronicle the details of memories I knew I would someday lose.

My mother is an elementary school teacher and an adjunct professor at a university back home who has always loved to teach the art of writing, encouraging me to write throughout my childhood and encouraging her students at school.

She finds ways to incorporate the skill as often as possible with her classes of fourth-graders, not only because they must be prepared for the annual state as-

essment (which, by the way, will soon require them to write an additional essay), but because she recognizes what an incredible (and essential) tool it is throughout life.

Her students write letters and keep journals. They celebrate the National Day on Writing, and share their work with others.

Last year, I received a paper sack filled with 3x5 note cards covered in handwritten poetry and pictures that her students had produced.

She is also a teacher and co-director of the East Texas Writing Project, a site of the National Writing Project, which is a program that helps teachers and professors learn how to better teach



Sara Tirrito | Staff Writer

and incorporate writing in their classrooms.

However, that program is currently suffering, thanks to severe federal funding cuts aimed at eliminating earmarks. Those funds — \$25.6 million — provided for more than half of the program’s budget.

Some senators, such as Mary L. Landrieu from Louisiana, are speaking out on behalf of the program though, asserting that it should not be classified as an earmark. I have to agree.

The program is not superfluous; it benefits both teachers and students across all levels of education and helps to ensure that one of the most essential skills students can learn receives the attention it deserves.

Not all students grow up in

households that value writing as mine did. And many students end up in classrooms where teachers shy away from the subject, simply not knowing how to teach it. Those students miss out on a vital part of their educational foundation.

They are not adequately prepared to write a research paper later on, or even a letter, be it to a friend or a future employer.

Educators must not be afraid of this skill; it is imperative that they not only demonstrate an ability to write, but that they are able to pass that ability on to their students.

Programs like the National Writing Project help teachers succeed in doing so.

That program allows teachers to learn from and with one another, with a focus on a skill that is largely neglected. It enables them to enthusiastically bring writing into their classrooms by giving them tools and techniques that make them comfortable with the subject.

To cut federal funding from such a program is to withdraw support from teachers who are trying to give their students the well-rounded education they are promised.

Without writing, it is sure that such an education simply cannot be achieved.

Sara Tirrito is a sophomore journalism major from Texarkana. She is a staff writer for the Lariat.

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Opinion

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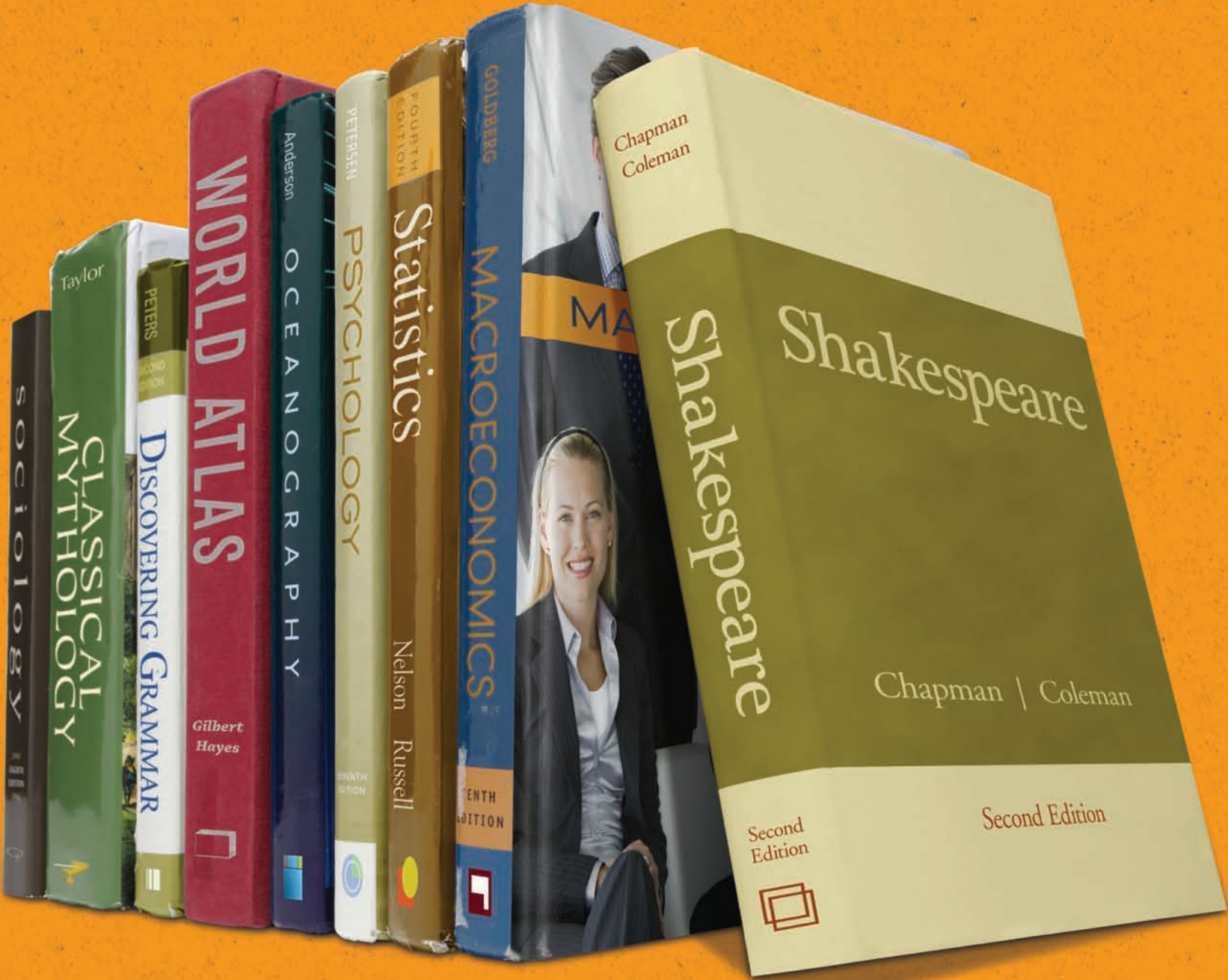
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MATT HELLMAN | LARIAT PHOTOGRAPHER

Duck and Cover ... or Not

Students and faculty within the Castellaw Communications Center gather in the underground studio Tuesday night at 8:56 p.m. after tornado sirens sounded. After hearing the tornado warning for McLennan County and receiving Baylor's alert to move to the lowest interior level away from windows, Baylor faculty and students took shelter in basements and bottom floors throughout the campus.

Baylor bats around new study

By JADE MARDIROSIAN
STAFF WRITER

A new study being conducted by Baylor aims to explore the relationship between Waco and its large bat population, estimated at 10,000, of which most are Mexican Free-tail bats.

Han Li, a doctoral student at Baylor, is working on the research as part of his dissertation and said the study will look into how bats live and roost in the city and conversely how the city supports its bat population.

"[The] study examines how wild species of mammals utilize the city and in this case [Li] is studying bats, perhaps several species that naturally occur in Waco and Central Texas," said Dr. Ken Wilkins, professor of biology and associate dean of graduate studies and Research at the Graduate School. "[We] want to understand how they have adapted to the modifications humans have made in the environment. A lot of people will have the general impression that the impact humans have on the environment is a negative impact, but I think that this study may show how some species of animals have benefited the environment."

The study, which began in August, will last about two years and will examine the types of human constructions bats choose to inhabit and will identify characteristics associated with these structures.

Li said the research will study characteristics such as the building itself, its structure, age, building material and if it is an apartment, a house or used for some other purpose, such as an overpass. The study will also measure these constructions' distances to water and places like Cameron Park and also other factors, including if it is near an abundance of trees or roads.

Li said the research and conclusions gathered will benefit the community and future constructions in Waco.

"If bats live in the building, they can cause serious damage to the building," Li said. "My general information to the public may be certain types of construction to avoid. Also, we need to keep bats as a sort of natural pest control, so there may be certain types of buildings we need to preserve in order to conserve these species."

Li said the bat colonies in Waco could serve the community in a positive way, as they do in Austin where bat watch-

ing is extremely popular.

"[Bat watching in] Austin can produce 18 million dollars a year for the local economy; it can be something similar to what we can do here," Li said.

Wilkins said the research is aimed to help humans better understand how humans impact the rest of the natural world.

"It is about understanding how humans interact with the natural world and perhaps showing not all of our interactions are negative and some actually benefit species of wildlife," Wilkins said. "Conducting this as a scientific study will help us know if our impact on these species of bats are negative or positive. Our hypothesis is the impact has probably been positive on at least one of these species."

Li is conducting field research with undergraduate assistants and encourages people in and around the Waco area to notify the researchers of any constructions or locations of bat colonies by sending them an email.

"We are just interested in trying to understand the choice preferences of these bats," Wilkins said. "If we can understand that, maybe we can promote the bat population here."

Manufacturing helps boost Waco economy,

Chamber builds relationships with manufacturers

By ADE ADESANYA
REPORTER

The manufacturing sector of the greater Waco economy is getting a boost as product orders sustain the recovering economy.

"We are starting to see improvements in the manufacturing sector of the greater Waco economy," said Kris Collins, the director for retention and expansion at the Greater Waco Chamber of Commerce.

Growth in the manufacturing sector of the Greater Waco economy during the first quarter of 2011 reflects IBISWorld industry economic forecasts. IBISWorld is a market research organization that provides information for strategic planning and research purposes.

Sonoco Flexible Packaging, a South Carolina-based consumer and industrial packaging manufacturer with business operations in Waco, is growing from increases in the manufacturing sector.

"Our business performance has been strong this quarter," Rick Brzezinski, the plant manager at Sonoco, said.

Sonoco has benefited from a recovering global economy, as most of its recent orders have come from international customers.

The function of the retention and expansion team at the chamber is to inform the industries in the greater Waco area about emerging markets and competitive business practices that will profit businesses.

"It is my job to make sure there is a positive environment where businesses can flourish," Collins said.

The business retention and expansion team at the Greater Waco Chamber of Commerce strengthens business ties and investments in the community by forging collaborative initiatives.

"We function mainly by building business through relationships," Collins said. "We manage our retention

and expansion efforts by focusing on different industries each quarter of the year."

During the first quarter of 2011, the business retention and expansion team focused on the manufacturing and the aerospace sector of the Waco economy.

The chamber supports local businesses by providing opportunities for businesses to express their needs and relay information about performance and business practices.

"We have area-industry managers, the managers of the large industrial companies in the greater Waco area who meet to share business practices," Collins said. "All of this happens so that we can have an on going dialogue with businesses so that whenever they have opportunities and challenges, they reach out to us."

In addition to using specialist expertise, the chamber invites would-be investors to the community to see prospective business sites.

During "on-site visits," potential investors are educated on how the community will bring value to their businesses; they are also enlightened about incentives available to encourage their investments. Managers are watching key economic indicators to help them make the best decisions, Brzezinski said.

"The general outlook for the rest of 2011 is good; we expect some fluctuation along the way, but overall, we expect a good year," Brzezinski said.

The chamber works to help repeat investors, such as Caterpillar Inc., grow their business.

The sustained relationship with Caterpillar Inc., an industrial equipment manufacturer, led to the launch in late March of a new manufacturing center for hydro-mechanical work tool production in Waco, its fourth plant in Waco since 2005.

"We have a great relationship with Caterpillar," Collins said. "That goes back to their original plan to invest in Waco; that is why they continue to choose Waco to expand their business."

The Waco Chamber of Commerce will continue to show the Greater Waco community as a good place to live and do business, Collins said.



Senior Send-off
BAYLOR ALUMNI ASSOCIATION

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FREE one-year membership to the Baylor Alumni Association!
All new graduates will receive a free membership, so be sure to give us your new contact information.

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april 28

4-7 pm

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General Admission	\$5
General Admission + CD	\$7









MATT HELLMAN | LARIAT PHOTOGRAPHER

Physics of the Earth

Thursday outside the Glennis McCrary Music Building, Waco junior Chase Gerken, Hale, Mich. master’s candidate Curtis Barclay, Sugar Land sophomore Greg Rouze and Fort Worth senior Jake Jackson work on a group project for their geophysics course.

Veterans fight for college identity

Former soldiers work to transition to life at Baylor

By MEGAN TSCHIDA
CONTRIBUTOR

Desert sand, urban gray and foliage green were much more familiar colors than green and gold for those who served in the U.S. Army before transitioning to life on a college campus.

“It was definitely difficult,” said Plainview junior Daisy Hernandez, 25, fashion merchandising student, reflecting on her shift from army life to student life.

Hernandez served in the U.S. Army for four years prior to her enrollment at Baylor in fall 2009. Hernandez, who was a sergeant stationed in South Korea, Japan and Afghanistan.

Josh Ruck, 25, senior accounting student from Madison, Ohio, shared his thoughts on being a non-traditional student in a cam-

pus dominated by recent high school graduates.

“It was a little weird, you know, being older,” Ruck said.

Ruck, former Army sergeant and squad leader, served on active duty for five years and is now in the Texas National Guard.

“I don’t look old,” Ruck said, admitting his young looks have helped him blend in with the student community.

Some veterans, however, have more trouble than others blending into the community.

“I don’t feel like I connect to them,” Portsmouth, Ohio master’s candidate Emily Botello, 34, a nutrition science major said.

Botello, also a U.S. Army veteran, served for eight years in Washington, D.C., where she worked as a switchboard operator.

Botello said her age put her at a disadvantage for connecting to the younger crowd on campus.

Hernandez said finding someone on campus to share similar experiences is hard as a veteran.

“No one can relate to what you

have been through,” Hernandez said.

Hernandez said some of the traditional students can be unaware about life outside of Baylor.

“Sometimes it’s tiresome to hear the same thing over and over,” Hernandez said. “It’s not just about you and your struggles.”

Hernandez said her experience overseas enabled her to respect differences and work to embrace them.

“I feel that some students are going to have a rude awakening,” Hernandez said. “We say we are Christian, but we don’t fully embrace you or your religion or even culture sometimes. You might not have to like it. You have to respect it. You don’t have to agree because maybe one day your boss won’t agree with you.”

All three veterans said their attitude toward school is more ambitious after life in the Army.

Botello said her determination is reinforced through the GI Bill’s policy toward failed courses.

The bill requires students pay

back tuition funds if unable to pass a course.

Hernandez said she views her decision to serve in the Army before college as a personal accomplishment and she appreciates the determination it gave her.

“I knew I always wanted to go to school. It was more of I was young, I’m in perfect health, and I’m in a country that lets me,” Hernandez said. Hernandez plans to continue her education by pursuing a doctorate in textiles and going into the research field.

Ruck said waiting to enter college enabled him to become more focused on what he wants to accomplish in life.

“I didn’t know what I wanted to do yet in school,” Ruck said, reflecting back to before he entered the Army.

Ruck is now working to get his Certified Public Accountant license.

“I’m trying to get a job and work towards a career,” Ruck said. “I’m not really worried about next weekend’s party or whatnot.”

Facebook enters e-coupon market

By ELLEN GIBSON
ASSOCIATED PRESS

What happens when you cross the world’s largest social network with one of the hottest business models in e-commerce? Facebook wants to find out.

Facebook launched a deals program Tuesday in five U.S. cities, following on the popularity of Groupon and other services that offer deep discounts — for example: \$50 worth of food at a local eatery for \$25.

By allowing small businesses to leverage the Internet while helping consumers score great deals, these group-couponing services have become some of the fastest-growing businesses in the world.

Facebook now wants a part of that. It hopes to exploit its existing networks of friends and family when it begins testing offers in San Diego, San Francisco, Atlanta, Dallas and Austin.

Many deals sites have a social component. For instance, if you get three friends to buy a LivingSocial voucher, yours is free. Groupon’s offers become valid only after a certain number of people purchase them.

Some are experiences people may not otherwise have access to, such as a backstage pass to Austin City Limits concerts, a tour of the Dallas Cowboys’ new stadium, or a children’s sleepover at the California Academy of Sciences in San Francisco with live-snake demos.

In some cases, you’ll get a “friend bonus” — an additional discount — if at least one person in your network buys a deal.

Leveraging social tools and direct sharing among friends will be “a key to success for daily deal companies” going forward, says Lou Kerner, social media analyst at Wedbush.

This is not the first time a social network has made a foray into disseminating deals. Twitter launched its own daily deal program called Earlybird Offers last year but canceled it after just two months.

Last November Facebook launched a product called Check-in Deals that allowed users to “check in” via their mobile phones when they visit certain businesses and in turn receive discounts and other special offers. Location-based social network Foursquare has a similar program.

But the deals are circulated to users through email, and the community aspect is secondary. Facebook is hoping to change that.

“We’re building a product that is social from the ground up,” says Emily White, director of local for Facebook. “All of these deals are things you want to do with friends, so no teeth whitening, but yes to river rafting.”

When Facebook users in the five test markets log in to the site, they will see a deals insignia at the bottom of the page.

Clicking on it brings up a list of currently available offers. A user can buy one, click the “like” button to recommend it to others or share the offer with friends through Facebook’s private messaging system. When users purchase or “like” a deal, it shows up in their friends’ news feed.

That means “the discovery of the product can happen in lots of different places,” White says.

To get the program started, Facebook has enlisted 11 companies that already supply deals elsewhere. Restaurant reservation service OpenTable will broadcast offers for local eateries, while online ticket seller Viagogo will market events.

“Dining out is an inherently social activity, so extending our reach to deals on Facebook is a natural experiment for us,” says Scott Jampol, general manager of OpenTable’s deals program, Spotlight.

Not all offers involve discounts.

Offers through Facebook can last anywhere from a day to a week. The social network won’t disclose how much commission it takes. (With Groupon and others, the deal site typically takes up to half the revenue.)

There are hundreds of Groupon copycats willing to accept lower commissions, but many small businesses prefer to partner with larger companies such as Groupon and LivingSocial because they reach more potential customers.

Facebook will bring deals to even more people. While Groupon has 70 million members and LivingSocial has 28 million, Facebook has 500 million users worldwide.

Add to that the fact that many small businesses already have a Facebook presence, and the social network becomes a good fit for daily deals, says Greg Sterling, senior analyst for Opus Research.

Groupon declined to comment on Facebook’s competitive threat or whether the coupon site will continue to advertise on Facebook.

As a share of overall Web surfing, visits to group-buying sites grew ten-fold over the past year, according to research firm Experian. LivingSocial had 7 million unique visitors in March, up 27 percent from February, making it one of the 10 fastest-growing websites in the U.S., according to ComScore.

“Groupon and LivingSocial have shown how much demand there is out there,” Sterling says. “Facebook, if they do this right, can have a big hit on their hands.”

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Kick Up Kids start the Waco hip-hop party

By **LIZ HITCHCOCK**
REPORTER

Waco's hip-hop culture may be hard to find but Kick Up Kids are bringing it to the forefront of Waco's music scene.

With beats and flows designed to get the party started, Kick Up Kids are fronted by Justin Horrell and Charlie Traywick, with Chris Schiekner as Deejay Versatile.

Horrell and Traywick started the group during the fall of 2008, and Schiekner has been a recent addition to it.

Having little to no experience in rapping or mixing beats, the old friends, Horrell and Traywick, decided to start a hip-hop group with a sole purpose to start the party.

"I told Charlie that I had this batch of beats. I want to do this hip hop thing. What do you think? And that's really how it all started," Horrell said. "Sometimes we sit down and bang out a song and other times we will compile lyrics from experience of daily life that we have written down."

As their popularity and style developed, the guys began to see more of a need for a DJ.

Horrell had been doubling as an emcee and a DJ since the begin-

ning of the group.

"Every show we played, before we had a DJ, Justin would have his laptop and he would run back and play tracks then come back to the front of the stage," Traywick said.

About six months ago, Schiekner became the newest member of Kick Up Kids, after having known Horrell and Traywick for a long period of time.

"As long as we've been doing this I've always said, I wish we had a real DJ," Horrell said. "When you have a live DJ with you, it brings a whole new flavor to it."

Schiekner was relatively new to hip-hop, but gave the shows a whole new feel, Horrell said.

Having a DJ mixing live music was easier than having one person do everything.

"I've been doing music for a long time," Schiekner said. "But where I picked it up from was actually when Justin gave me some old turn tables and a mixer."

"I started out by playing with bands as a regular musician, then I picked up DJing and I went from there."

Most of their influences came not only from big-name rappers and hip-hop groups like the Beastie Boys, but mainly their close friends

and the music they have produced, Traywick and Horrell both said.

"The kind of hip-hop we're doing has been heavily influenced by our friends, who have kind of done the same thing," Horrell said.

"It's just been something we've kind of messed around with. Sparrow Love and Reeve Hunter. Jared Hempstead. Of course Beastie Boys and A Tribe Called Quest, original Black Eyed Peas."

Horrell spoke about how their group is not focused on making money or starting careers in hip-hop.

They are more focused on getting together good friends and playing good music for fun.

"I could definitely see this going outside of Waco, but that's not what we're aiming for or pushing towards. ... It's just a way for us to hang out and mess around with each other. We don't get caught up trying to meet certain standards or anything," Horrell said.

The group has no future plans for recording but intend to stay in the area and book more shows. They plan to on release a music video, in which they will have clips from shows and parties, that they are hoping to release in August.

Their most recent show was



COURTESY PHOTO

Kick Up Kids are making Waco's hip-hop scene popular with shows and concerts, including a performance at a 100cameras benefit concert at Common Grounds last month.

the 100cameras benefit concert at Common Grounds on March 26.

"Instead of doing a normal mix tape, we decided to do a video mix tape that can be posted online,"

Horrell said. "It's going to be a documentary thing and a music video. We're directing part of it and it will be laced together with live footage."

"We want people to be able to

see who the guys are behind all this. We want people to see it's all fun. We're not rappers and we want people to see what goes on."

Baylor Choir to minister, record in Ghana this summer

By **CELESTE LIGON**
CONTRIBUTOR

The Baylor Religious Hour Choir is traveling to Accra, Ghana, for 10 days in June to do mission work and record a CD with a local choir. BRH is a student-led choir on campus consisting of about 45 members.

Both of the tour coordinators and four-year members of BRH, Austin senior Johnathon Graves and Sachse senior BB Sanford, have numerous contacts with churches and missionaries in the States and around the world.

"We had options to stay in the U.S. or travel to Germany, India or Nicaragua," Graves said.

"None of these contacts or places seemed where the Lord was leading us."

It was through a contact with a BRH alumnus that Graves came across the city of Accra, Ghana.

"Everything worked out instantly with places to serve, travel plans and a great ministry," Graves said.

Amid the choir's singing and traveling to various churches, hospitals and orphanages, BRH will be rehearsing with a local choir, Ex-

cellent Youth Outreach, to record a CD at the end of the trip. The members of the Excellent Youth Outreach choir are around the same age as the Baylor students attending.

"Each group will sing a few of their own Christian songs, and we will both come together at the end of the 10 days to sing and record several together," Sanford said.

The theme for the trip and CD is "Someday." During previous BRH tours the choir has clung to a song titled "Someday."

"For many, the song portrayed the beauty of heaven and the peace

that it will offer, for others it signified the prelude to the eternal worship that will begin on that someday when we enter heaven," Graves said.

The group also hopes to make life-long connections.

"One thing we have constantly heard and felt was that though we may not see each other again the way we did during the 10 days on tour, someday God will bring us back together as brothers and sisters in Christ from Ghana, Nicaragua, South Africa and all over the world to worship him," Sanford said.

Another member of the choir, Dallas junior Kylie Rhodes, said she is "most excited to work with the children, and record the CD because it symbolizes worshipping as one body in heaven."

Twenty-two people are attending the trip, costing \$2,400 per person. The group consists of 19 members of the choir, two members of OneWay Ministry and one adviser, Maxey Parrish, a senior lecturer in Journalism and Media Arts.

The students are raising their travel funds in a variety of ways ranging from asking family and friends for support or working a

job. Also, this past March, BRH held an annual fundraising event called Dessert Theatre. This show showcased the talents of the choir in an entertaining way while also raising funds for each student going on the mission trip.

Once BRH returns to the States, it will continue to sell the CD and send all of the profits back to Ghana.

"We hope that with our time, prayers, and CD sales, our ministry might last longer than 10 days," Graves said, "and the Lord will continue to work in our hearts and theirs."

FUN TIMES

Answers at www.baylorlariat.com — McClatchy-Tribune

- Across**
- 1 Stinging
 - 6 Texas Rangers CEO Nolan
 - 10 Go, as through mud
 - 14 Sex educator Hite
 - 15 Billion add-on
 - 16 Hobbler's support
 - 17 One of a pool table pair
 - 19 Take the stage first
 - 20 Franken and Gore
 - 21 Old-fashioned wedding vow pronoun
 - 22 Inhabited, with "in"
 - 23 Final: Abbr.
 - 24 Illegal football tackle involving grabbing the inside of the shoulder pads from behind or the side
 - 27 Prevaricators
 - 29 Trick
 - 30 Bond, for one
 - 31 Head, to Cécile
 - 32 M16 attachment
 - 36 Album holders
 - 40 Practiced with the platoon
 - 41 When repeated, a food fish
 - 43 That, to Tomás
 - 46 Citrus drink
 - 47 Big name in stationery
 - 48 Seafood entrée
 - 53 Shipping lane milieu
 - 54 Foaming at the mouth, so to speak
 - 55 Prefix with sphere
 - 56 Sot's syndrome, briefly
 - 57 Moore of "Ghost"
 - 58 Item featuring the ends of 17-, 24-, 36- and 48-Across
 - 61 Airline to Eilat
 - 62 Major-__
 - 63 "___ Go Again": Whitesnake
 - #1 song
 - 64 Part of SSS: Abbr.
 - 65 Part of a process
 - 66 Starlike flower
- Down**

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- 1 Battery partner
- 2 More in need of a sweater, say
- 3 Voting map designation
- 4 Infuriation
- 5 Ocean-bottom areas
- 6 Indy entrant
- 7 "Uh-oh!"
- 8 "___ you for real?"
- 9 Court divider
- 10 Displeased look
- 11 Jacket features
- 12 Quarter-mile, maybe
- 13 Aristocracy
- 18 "Gotchal"
- 22 Charity, e.g.
- 25 Where to study mathématiques
- 26 Funnel-shaped
- 28 Stamp for an incoming pkg.
- 32 One walking in front of a train
- 33 Freud contemporary
- 34 Fashion monogram
- 35 Like "Nip/Tuck," rating-wise
- 37 Get on the soapbox
- 38 Humbly takes the blame
- 39 Shape-maintaining insert
- 42 Agitated
- 43 Skips over in pronunciation
- 44 Extremely
- 45 First family
- 47 Inventor Otis
- 49 Clown heightener
- 50 Most crosswords have one
- 51 Fabulous fellow?
- 52 AOL communications
- 58 Bridge installer's deg.
- 59 Rubbish
- 60 "For ___ a jolly ..."

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Object: Each row, column and 3-by-3 box (in bold borders) contains every digit, 1 to 9.



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Baseball update

Bears lose two of three to last-place Missouri

Baylor fell to a game above .500 last weekend, losing two of three to the Missouri Tigers (16-23, 4-10) to drop to 21-20 overall and 6-10 in the Big 12 with three conference series remaining.

The Bears struggled from the plate on Thursday with the exception of two solo homers from sophomores Cal Towey and Max Muncy.

The Tigers cashed in on mistakes from Baylor’s defense in the fifth before going on to a 4-2 win in Waco.

Friday brought a favorable fifth inning for the Bears as they managed four runs that paved the way for 6-3 win. Muncy produced four hits while junior Logan Verrett picked up the win. Three Baylor relievers combined for 3.1 innings of scoreless work.

On Saturday, Baylor picked up one run in the fourth, but Missouri spread five runs over the first six innings before finishing in dramatic fashion with a five-run ninth inning. Junior Trent Blank took the loss in the 10-1 series finale, though the junior allowed just two earned runs in 5.1 innings of work.

BU returns after being swept over weekend

By MATT LARSEN
SPORTS WRITER

Lightning lengthened and then cut short No. 14 Baylor softball’s home matchup against Texas State Tuesday, but not before the Bears took a 4-1, five-inning win into the locker room.

An initial hour and fifteen-minute lightning delay interrupted the first inning and then a second round of lightning that brought with it tornado warnings for the Baylor area caused officials to call the game after the fifth.

“We did just in time,” head coach Glenn Moore said about playing enough innings to notch the win. “We haven’t experienced [a delay] much this year so it was good for us to see how we were going to come back out and warm up. The kids looked pretty good tonight [Tuesday].”

The Lady Bears displayed efficiency in the shortened game, cashing in four runs off four hits and three walks.

They accomplished that feat against Texas State’s right-handed ace, Chandler Hall.

Tuesday, April 26 Getterman Stadium													
Texas State							R	H	E				
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Baylor													
1	2	3	4	5	6	7							
0	2	1	0	1	X	X	4	4	1				

Winning Pitcher: Whitney Canion (20-6)
Losing Pitcher: Chandler Hall (12-13)
Save: None
*Game called in fifth inning due to inclement weather

“She has handled a lot of great hitting ball clubs,” Moore said of Chandler and her 2.90 ERA coming into the game. “Good pitching gets you better.”

Baylor was looking to bounce back from a disappointing pair of conference losses to No. 20 Oklahoma State this past weekend.

The offense struggled to convert as they stranded 19 base runners on the weekend and fell 4-2 and 5-1 to the Cowgirls at Getterman Stadium.

Redshirt sophomore Whitney Canion tossed eight innings of scoreless, two-hit softball Saturday before giving up five runs in the top of the ninth.

“We needed today to let go of the weekend,” Canion said.

Canion elected to pitch again

Tuesday to make sure she was primed for No. 6 Texas today.

“She really wanted to throw a little bit [Tuesday],” Moore said. “She has been better on her second day so that was our plan with her.”

Canion went three innings giving up two hits, one walk and one earned run against the Bobcats to help Baylor improve to 20-6 on the season.

Meanwhile, her team’s offense virtually refused to leave runners on the base paths.

Senior Dani Leal led the way in the four run, four hit effort with a pair of base hits. Redshirt freshman Holly Holl and junior Sydney Wilson picked up RBIs in the second to respond to a RBI double from Texas State’s Allyce Rother in the top of the inning.



NICK BERRYMAN | LARIAT PHOTOGRAPHER

No. 9 sophomore Kathy Shelton makes a catch against Oklahoma State on Saturday. The Lady Bears lost both games against the Tigers this weekend before defeating Texas State, 5-1, on Wednesday night.

Leal then notched her first single to bring home junior Kayce Walker before stealing second.

In the fifth, Leal’s second single provided the chance to go to work on the base paths, again. This time her steal provided the distraction for Walker to score from third.

“I don’t think I’m the quickest on the team,” Leal said. “But, if I can help the team with some distraction I will do what I have got to do.”

The Lady Bears now quickly redirect their attention to hosting the No. 3 team in the country.

After throwing well on Tuesday and watching her team’s efficiency at the plate in the win, Canion relishes the underdog status going into today against the Longhorns.

“Every team is trying to knock them off,” Canion said. “So why can’t it be us?”

The first pitch is at 6:30 p.m. today at Getterman Stadium.

Women’s tennis wins seventh straight conference crown

By WILL POTTER
REPORTER

The No. 7 Baylor women’s tennis team finished the regular season with a 6-1 win over No. 41 Texas Tech and a seventh straight Big 12 regular season championship.

With the win, the Baylor improved to 10-1 in conference play and was the lone team in the conference to finish the season with only one Big 12 loss. The win over the Red Raiders also earns Baylor the No. 1 seed in the Big 12 championship at the Baylor Tennis Cen-

ter starting Thursday.

“The girls came into tonight with the mindset that they wanted to be the undisputed Big 12 regular season champions, and it showed on the court,” head coach Joey Scrivano said. “The ladies have had their ups and downs and really used the practices they had to get better every day. It never gets old holding up the Big 12 trophy.”

The Lady Bears clinched at least a partial share of the Big 12 title Wednesday with a win over Texas A&M in College Station and had to beat the Red Raiders at home to

grasp the championship outright. They did exactly that.

“It always feels so good to hold that trophy at the end of the Big 12 season,” senior Taylor Ormond said. “We made it close early on by losing that match to Kansas State, but we did a good job of turning it around by winning all of our other matches and taking care of business against the rest of the Big 12.”

The Lady Bears jumped on Texas Tech quickly, winning two out of the three doubles matches to gain an early 1-0 edge. At the No. 1 doubles spot, senior Karolina Fili-

piak and junior Nina Secerbegovic knocked off Samantha Adams and Kelsy Garland, 8-4.

The clinching doubles match on court three as junior Diana Nakic and junior Sona Novakova rallied from an early deficit and defeated Elizabeth Ullathorne and Haley Fournier, 9-7.

Once singles play rolled around, the Lady Bears were focused on one thing, the Big 12 championship, and they were relentless. Baylor won the first four singles matches on court and were victorious in five of the six matches overall. Senior

Jelena Stanivuk clinched the match and the championship for Baylor with a 7-6 (7-5), 6-2 demolition of Haley Fournier from Texas Tech.

“Winning the championship this year has definitely been the toughest of my four years because of all the injuries, and we are still trying to get our game right,” senior Jelena Stanivuk said. “I am a senior, and this one really means a lot to me. It is an awesome feeling.”

Winning major conference championships year after year is not an easy feat, and Scrivano said the Baylor women’s tennis pro-

gram has been built by hard work and shaped by the people involved with it.

“It’s tough, day in and day out, to get up for the intensity that it takes to win a championship,” Scrivano said. “Thankfully, I have players and a coaching staff that understand that, and they continue to bring it every day.”

The Lady Bears will attempt to make it six consecutive Big 12 tournament championships this weekend as they host the Big 12 tournament starting Thursday in Waco.

Track’s McReynolds laughs in face of hurdles

By LINDSAY CASH
REPORTER

At 5 feet, 91 pounds, freshman hurdler and sprinter Tiffani McReynolds and her tiny frame reel in curious glances at every track meet. But the back of her extra-small size jersey burns in the minds of her opponents as she shoots out of the block past the rest of the pack.

The first time McReynolds hit the track was in fifth grade, when her mother pulled their car over to speak with a coach leading a track practice. The next day, McReynolds began her journey as a hurdler, following in the footsteps of her mother.

Struggling to get over the hurdles at such a small age and size, McReynolds earned the name “Froggy,” as she incorrectly stepped over the hurdles. Throughout her high school career at Pembroke Hill High School in Kansas City, Kan., she acquired a nice collection of frog memorabilia from her parents and friends.

“I wore frog socks all throughout high school when I ran. My mom still gets me frog things to this day — my room is covered in frogs,” McReynolds said.

Competing in track at the collegiate level was without question in her mind, but McReynolds spent months debating on the college fit for her.

“I remember really thinking about schools looking at me as just another athlete, or really caring about my education. That’s why I chose Baylor. Baylor is based on a great message and strengthens my faith,” McReynolds said.

McReynolds especially connected with Baylor’s associate coach, Mike Ford.

“Coach Ford reminds me a lot of my hurdles coach from high school. He doesn’t play games. He keeps it real. He seemed the most truthful to me and my family, about everything,” McReynolds said.

Ford admires her truthfulness as a competitor, as well.



JED DEAN | LARIAT PHOTOGRAPHER

Despite a noticeable size disadvantage, freshman Tiffani McReynolds has continued her pursuit of greatness in hurdles since being drawn to the sport in elementary school. This year she has broken two Baylor records.

“She’s humble, but she sets goals on what she wants to do,” Ford said. “She’s a sweet girl who loves to laugh, but at the same time she has that switch to get focused. Usually, I worry about athletes being imbalanced on fun and working, but she stays level-headed because she can have fun.”

Head track and field coach Todd Harbour said he could not be happier with McReynolds’ decision to attend and thrive at Baylor. Her rookie year results have exceeded the expectations of the coaching staff at Baylor as well as projections from those that would not offer her a scholarship because of her small size.

“I never think about my size. Growing up, everybody told me I was short. That’s what makes it so fun. Going into meets, I hear, ‘Oh, she’s so cute!’ Then we take it to the track. I like shocking people,” McReynolds said.

Bringing a long list of high school honors, McReynolds has made instant and exponential

progress at Baylor in record-shattering fashion. She can check defying the norm and setting NCAA standards off her freshman to-do list — all the while wearing a smile.

“She has an unbelievable personality, always happy and so full of joy. The joy of the Lord is truly her strength, and that characterizes how she competes,” Harbour said.

When asked to describe her career thus far, Harbour shook his head, searching for words.

“Astronomical. Not only has Tiff improved, but she’s taken her talents to an amazing level. She’s at the top of the nation. Phenomenal. Crazy,” Harbour said.

Ford, who has been with her every step of her Baylor career, can’t help but chuckle when analyzing her progress.

“She’s better and faster than I expected. I could see a freshman’s sprints dropping half a second, at best. But dropping a full second? Based on what she’s done, she’s reached that elite athlete status,” Ford said.

In one season, still remaining incomplete, McReynolds has collected a list of honors as she inches her way to her main goal. She said she is motivated by her dream to participate on the 2012 United States Olympic team.

Revisiting her accomplishments, McReynolds was an indoor All-American, runner-up in the 60-meter hurdles at the NCAA Indoor Championships, Big 12 champion in the 60-meter hurdles and she broke Baylor’s indoor 60-meter hurdles record four times.

For the outdoor season thus far, she was the Texas Relays 100-meter hurdles champion, won the 100-meter hurdles at the ASU Invitational, broke Baylor’s outdoor 100-meter record three times and is ranked No. 1 in the NCAA in the 100-meter hurdles.

The record book says McReynolds is a force to be reckoned with, and her coaches, fellow competitors and fellow national record holders are watching her closely as she hurdles her way into history.

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RESEARCH from Page 1

“I want to take pictures and visit important medieval sights,” Hamilton said. “I want to take pictures of the architecture and hopefully that will inspire a deeper interest in medieval England as a whole.”

Not much is known about Henry de Lacy other than the fact that he was the Earl of Lincoln and a counselor to Edward I and II.

“He kind of falls between the cracks and gets overlooked whereas if he lived in just the reign of Edward I or just the reign of Edward II he might get more attention,” Hamilton said. “Historians say he’s a really important person but they don’t say why.”

According to a Baylor press release, Waco’s access to documents about de Lacy is limited. With the grant given with the award, Hamilton will be able to find the documents and visit sites closely associated with de Lacy.

Hamilton has been researching the locations of different documents that might give clues to de Lacy’s life. Part of his research, Hamilton said, will be finding the documents and coming up with a plan for further research.

Cox said the Centennial Professor Honor Award is important to Baylor because it allows faculty to seek something they are passionate about and, in turn, bring it back to students. When giving out the award, Cox said the committee asks how the award will serve the faculty and students and be enjoyable for the winning faculty member.

“Every year I’d like to have a lot of people apply for this award,” Cox said. “It’s a good amount of money given with the award. I really enjoy being on this committee.”

Hamilton said he is thankful for the gift the class of 1945 left behind.

“Again, as I’ve said elsewhere, I’m certainly grateful to the centennial class,” Hamilton said. “The faculty really appreciate when the students appreciate them.”

BOOK from Page 1

dents are on an equal field with their professors,” Tran said. “In that, we are all Christians, or even if a student isn’t, they can have the freedom to discuss these kinds of topics.”

Tran said he hopes the conversation will shed light on some of the issues and accusations surrounding Bell’s book and encourage students to ask hard questions.

“I wanted to kind of go against the backlash Bell is receiving,” Tran said. “Not necessarily because I agree with him, but because as a theologian these questions are very important and need to be asked. I think people have read this book, or haven’t read it, and then painted Bell into a corner and claim he’s saying things he is not.”

Moseman agreed this kind of discussion will be good for students in challenging them and helping them to grow.

“Bell asks questions and challenges us on what it means to be a Christian and what that could look like,” Moseman said. “We need to have a conversation about that, and one that is truly a conversation, where we listen and hear. ... This will help students engage this topic in a university setting, allowing them to grow and study, and not remain static people or Christians.”

Tran said he hopes to use the panel to help students learn.

“We really wanted to provide a place where students could articulate their concerns and questions,” Tran said. “We wanted to give them a space where they could think about these things, and to, as the Scriptures say, love God with all our minds.”

YOGURT from Page 1

gurt fan.

“I like to get some frozen yogurt once a week as a little pick-me-up,” Blanton said.

At Mr. Snow’s Fro-Yo, the idea is for customers to pick a cup, choose their flavors and toppings and then pay by the ounce.

“It’s healthy. It’s good for the body. Everybody knows that,” said owner Leticia Mendez.

Although TCBY, now closed, was a popular spot for frozen yogurt, the self-serve trend in Waco started with Mr. Snow, Mendez said. The locally owned shop near campus on La Salle rotates flavors roughly every week to keep the customers’ taste buds satisfied. Mendez said yellow cake is the bestselling flavor, and cheesecake bites and strawberries are the favorite toppings that she sees people piling on.

3 Spoons, located on Texas Loop 340 about 10-15 minutes away from campus, is relatively new to Waco, and employees Tomball junior Lillian Lockhart and College Station freshman Kelly Boysen said business is great. They said that the majority of customers are college-aged kids, but that they see customers of all ages.

“It’s a lot of families. I see a lot of Baylor professors in here and their kids,” Lockhart said. “I saw Dr. Isaiah Odajima, the associate director of the band. I’ve seen one of Baylor’s football coaches in here.

STARR from Page 1

ally appreciated that about him,” Reed said. “Very down to earth, not too high but still keeps his prestige, and I really admire that.”

Other students, like Burbank, Calif., freshman Lauren Bridge, were excited to have a chance not only to share their opinions on the university, but also to open the lines of communication with the president.

Coach Jim Barnes, the volleyball coach comes in here. I have yet to see Scott Drew or Art Briles, but we’re getting there.”

A 3 Spoons promotion allows customers to say who they’re “spooning with,” and 15 percent of all profits in a two- to four-hour time period go to an organization’s cause.

“It’s a win-win,” Lockhart said.

Customers get frozen yogurt, organizations get money for their fundraisers and 3 Spoons gets business. Lockhart said many non-profit groups and sororities and fraternities take advantage of the “Spoon With Us” program.

Katie’s Frozen Custard located on Valley Mills Drive has been serving frozen custard for years. Employee Lindsay Mirick said she is confident that despite the new frozen yogurt trend, Katie’s success will continue.

“We’ve been voted best in Waco for several years in a row. We’ve always gotten good reviews from customers and had a pretty steady customer base. No competition,” she said.

In addition to the opening of Oso’s, another new frozen yogurt shop, Spoonful, plans to debut in late April on Valley Mills. Orange Cup also has plans to expand, looking into opening locations on Valley Mills and in Hewitt and China Springs.

“It’s also a good way to set up the connection for when he has more time,” Bridge said. “Like right now, he’s just like ‘Shoot me an email.’ And it’s like, ‘All right, I’m going to do that,’ and then hopefully I’ll get to talk to him even more about what I think.”

The president was accompanied by his wife, Alice Starr, and two of his granddaughters.



MAKENZIE MASON | LARIAT PHOTOGRAPHER

Little miss sunshine

Boerne junior Martha Garrison answers a question for the judges during Kappa Kappa Gamma’s Baylor Beauty Style Show on Tuesday in Barfield Drawing Room of the Bill Daniel Student Center. The evening recognizes and celebrates the achievements of those students appearing in the show.



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