

Monday  
February 14, 2005

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# THE KENTUCKY Kernel

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A Jazzy Valentine's Day  
Page 6

## 'It felt like years passing in moments'

Rape victim talks about the crime and aftermath; 'It's not something to be ashamed of,' she says

By Darliah Shafa  
THE KENTUCKY KERNEL

It is *The Kernel's* policy not to print the names of sex crime victims. The victim's name in this story is being withheld at her request to protect her safety.

Picking herself up off the ground, covered in mud, the UK student wanted only one thing. "I just wanted to get a hat so no one could see my face," said the UK senior who was jogging last Wednesday morning on Stone Avenue, near her home, when a man grabbed her, pulled

her to the ground and raped her. Less than a week later, the student has come forward to talk about the ordeal.

"I remember not knowing if he wanted to hurt me or take something from me, because I had my wallet, and I offered it to him, or if he wanted to abduct me," she said. "Even though it lasted a relatively short time, it felt like years passing in moments."

She recalls that the attack, around 7 a.m., lasted about five minutes.

"When it was over, I didn't

move or make any noise, and I kept thinking inside my head, 'Please, God, let this be over.'"

After the attack, she went home, got her cell phone and called the University Health Service.

"The appointment lady, I couldn't tell her," the student said. "I just couldn't get it out."

The student said she felt very emotionally numb after the ordeal and for part of the morning, but that didn't last very long. "I don't think I cried until I got to the health services parking lot," she said.

**Telling for the first time**

After being examined and treated by physicians at the University Health Service, Lexing-

ton police took a report of the assault so the student could give details while she could still remember them.

The student still recalls pieces of what happened — her attacker's appearance, for example — but she can't remember all that happened from beginning to end.

"There's a part of me that seems to have blocked it out," she said. "Almost like flashbulb images — they don't all seem to fit together."

She described the man as 5 feet 8 inches tall with a medium build. He had brown hair, a beard and bad dental hygiene, the police report said. The report

See Victim on page 2

## Victims urged to seek aid, report sex crimes

By Darliah Shafa  
THE KENTUCKY KERNEL

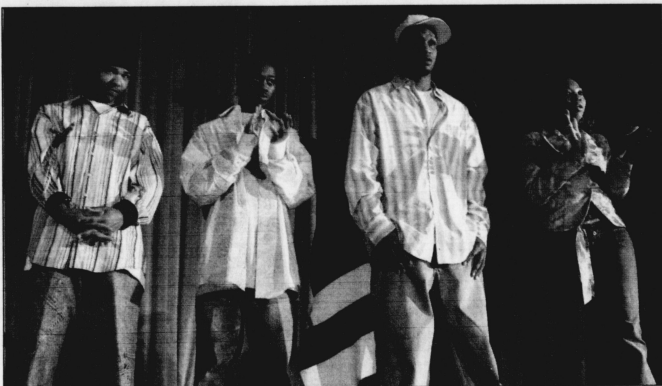
Lexington police and campus officials are continuing to encourage victims of sex crimes to step forward, following a UK student's report that she was raped last week while jogging.

Anita Capillo, director of the Sexual Assault Nurse Examiner Program run by Lexington police, gave multiple reasons why victims should come to the police.

Reporting a crime increases the chance that police can prevent it from happening again, Capillo said.

"With better reporting and more info on these sexual assaults or contributing factors to them, we can formulate better interventions to

See Rape on page 2

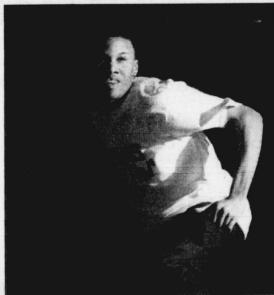


Above: (From left to right) Emmanuel Marshall, EKU music business sophomore David Page, UK agriculture economic senior Jericas Gentry and UK secondary math education senior Kenya Page wait for the crowd's response at the UK Apollo 11 talent show.

WHITNEY WATERS  
STAFF

Right: Ryan Gillispie struts his stuff as part of Jessi Cutler's 'Up' group.

JONATHAN PALMER  
STAFF



## spotlight on Apollo

By Jonathan Palmer  
THE KENTUCKY KERNEL

It wasn't in the New York borough of Harlem, but the UK Apollo Talent show had all the trappings.

The audience decided if the talent stayed on stage or not, and there was a tree stump performers rubbed for good luck.

The Memorial Hall venue was packed Saturday as the acts performed spoken poetry, dance, singing and rap.

The top spot was given to an ensemble that was made up of various students from UK and EKU.

E-mail: palmer@kykernel.com

## Man found unconscious; bomb squad investigates

Incident occurred behind Mellow Mushroom

By Darliah Shafa  
THE KENTUCKY KERNEL

Lexington police's bomb squad and a hazardous materials team were called Saturday after an incident at an apartment on South Upper Street, police said.

Lexington Police Lt. Thomas Curtsinger said police were called at 11:30 a.m. Saturday after a man came home and found his roommate unconscious. The roommate, a 23-year-old male, was transported to UK Chandler Medical Center, where he was listed in critical condition as of Saturday night.

Curtsinger said police do not know the man's injuries. Upon entering the apartment, police found materials that led them to believe the house contained a methamphetamine lab, Curtsinger said. Police also discovered items that could be used in explosive devices.

Police obtained a search warrant, and the hazardous materials crew determined there was not a functioning meth lab in the apartment. The bomb squad also determined that although the items found in the apartment could be used to build bombs, there were no actual explosive devices, Curtsinger said.

"There was no indication of explosives, but there were components," Curtsinger

said. "Nothing we believed would pose a threat to passers-by on the street."

No arrests have been made, and no charges have been filed.

"We're still conducting a search warrant over there, and it would be improper for me to comment right now," Curtsinger said.

Damon Coates, owner of the Mellow Mushroom pizza parlor on South Upper Street, said police were on scene for about three hours and were very careful when handling the situation.

"They did tell us that there were explosive materials or what they thought were explosive materials, and they suggested shutting down the store and everything within 300 feet, and we did," Coates said. "They shut down the whole area, so there wasn't any point in staying open."

Coates said the biggest damage to his business — located across the street from the apartment — was the loss of customers.

"It was really bad timing for us, right before the UK-Georgia game," Coates said.

Throughout the incident, Coates said he and his staff were not overly frightened.

"We didn't feel like we were really in any danger," Coates said. "Maybe a little at first."

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## UK 60, GEORGIA 51

### Cats struggle with Bulldogs, remain perfect

By Ben Roberts  
THE KENTUCKY KERNEL

The No. 5 Kentucky Wildcats filed into the Rupp Arena tunnel after Saturday's game with their heads lowered in stunned silence.

The scoreboard above them said they had just defeated the Georgia Bulldogs 60-51, but the looks on their faces told a different story.

Four weeks after going on the road for a 21-point rout of the Bulldogs, UK let the team with the Southeastern Conference's worst record come to its home court and nearly escape with a victory.

"We got the win," said UK head coach Tubby Smith. "That's about the only thing that went well for us today."

Things went wrong for the Cats from the opening tip-off, after Georgia (7-14, 1-10 SEC) jumped out to an early 5-0 lead and went into the first media timeout with a 9-3 advantage. At that point, Smith had seen enough of his starters and pulled his entire lineup for five new players.

"When we missed easy shots inside, I knew we weren't ready to play," Smith said. "They weren't do-

See Cats on page 3



JONATHAN PALMER | STAFF  
UK senior forward Chuck Hayes lays in two of his team-high 14 points, as the Cats beat Georgia 60-51 Saturday.

## Break-in suspects arrested

By Darliah Shafa  
THE KENTUCKY KERNEL

Lexington police have arrested the four men behind a home-invasion robbery on Crescent Avenue last month.

According to police reports, the four men forced their way into the apartment, held the occupants at gunpoint, took cash, electronics and other valuables, and then bound the occupants with duct tape before fleeing. None of the occupants were injured in the robbery.

Court documents said police were given a tip that Benjamin Huntzinger, 20, of Lexington might have been one of the men involved. The documents said that after being questioned, Huntzinger said he was the driver and revealed the names of the other three involved: Timothy Barton, 38; DeAndre Talley, 18; and Phillip B. Scott, 19, all of Lexington.

A warrant was issued for Barton's arrest Feb. 8, and he was arrested the same day. Barton's bail has been set at \$10,000. He pleaded not guilty to two counts of first-degree robbery and has a preliminary hearing today.

Talley, like Barton, was arrested Feb. 8 and is being held on \$10,000 bail. He pleaded not guilty to a charge of first-degree robbery and will enter a plea on a second robbery charge

today, court documents said. Scott was arrested Feb. 7 and is also being held on \$10,000 bail. He has pleaded not guilty to two charges of first-degree robbery.

Huntzinger has been charged with first-degree robbery for his part in the Crescent Avenue home invasion and is being held on \$10,000 bail. As of yesterday, no plea had been entered into the court database following his Feb. 11 arraignment.

The occupants of the home during the robbery, Justin Wides, 22, who is not a UK student; Jesse Leach, an undeclared freshman; and Stu Steene, a communication junior, were there at the time of the incident. Undeclared sophomore Justin Woodward was not home at the time of the robbery. All declined to comment.

Lt. James Curless, with the Lexington Police Department's bureau of investigations said police are looking forward to finishing this case.

"I think that any time you have individuals committing robberies — especially robberies using force — it's obviously a good thing to get those people in custody, charged and brought before a court," Curless said.

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Huntzinger



Barton



Talley



Scott



## SPORTS BRIEFS

### UK sweeps SEC diving

GAINESVILLE, Fla. — UK junior diver Jenny Thompson and sophomore diver Taryn Ignacio captured back-to-back titles at the Southeastern Conference Diving Championships in Florida's O'Connell Center Natatorium.

On Friday, Thompson, a Matthews, N.C., native, won the three-meter diving championship. On Saturday, Ignacio, a Richmond, Ky., native, took the one-meter diving championship. Ignacio added another title yesterday, when she won the platform diving event. The titles — the eighth, ninth and tenth SEC diving championships for UK — mark the first time UK has swept the events in a conference championship. Only one other school, Louisiana State in 1981 under current UK diving coach Mike Lyden, has completed such a sweep.

### Women's hoops drops third straight

AUBURN, Ala. — The UK women's basketball team lost their third straight Southeastern Conference game, falling to Auburn 65-50 yesterday.

The Cats (14-11, 3-7 SEC) shot 30.5 percent from the field and had 15 turnovers, and they remain winless on the road in the SEC this season (0-5). UK is now tied for 10th in the 12-team conference. Auburn (13-10, 4-6 SEC) held UK leading scorer senior Sara Potts to two points on one-of-nine shooting. UK freshman Samantha Mahoney led the Cats for the second straight game with 13 points. The Cats play at No. 1 Louisiana State Thursday at 8 p.m.

### Softball gets first win

PALO ALTO, Calif. — The UK softball team won its first game of the season yesterday,



as the Cats defeated DePaul, 2-1, in the final game of the Stanford Invitational in Palo Alto, Calif.

UK moves to 1-9 on the year, while the Blue Demons are now 4-6 this season.

UK Sophomore Amber Janneck scored the winning run in the bottom of the seventh. UK Freshman starter Samantha Allen (1-4) tossed a complete game, giving up just one earned run on four hits while striking out one.

COMPILED FROM STAFF AND UK ATHLETICS REPORTS

## Cats

Continued from page 1

ing anything. I was just looking for more energy and more effort, and the other guys gave it to us."

The UK bench, led by freshman guard Ramel Bradley and seldom-used sophomore center Lukasz Obrzut, went on to outscore the Bulldogs 11-0 before starter Chuck Hayes returned to the court more than six minutes later.

But the starters could never put Georgia away for good, and the Bulldogs stayed in contention until the end of the game despite playing without injured leading scorer Levi Stukos.

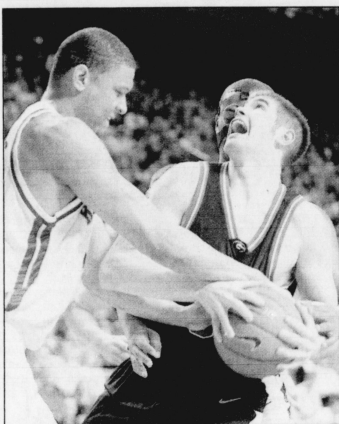
After building a 21-point lead midway through the second half, UK let the Bulldogs creep back to within five points with less than two minutes before getting a couple of defensive stops.

Usually standing and yelling directions throughout the game, Smith rarely left his seat on the bench during Georgia's second-half comeback.

Asked if the coach lacked proper focus during the game, junior guard Ravi Moss quickly put the blame on himself and his teammates.

"It's not his job to get us fired up — that's our job," Moss said. "He shouldn't have to hoot and holler to get us to come out and play basketball."

Hayes and junior guard Patrick Sparks finished with 14 points each to lead UK (19-2, 10-0 SEC). But Hayes said



JONATHAN PALMER / STAFF

UK freshman center Randolph Morris battles Georgia guard Kevin Brophy for a loose ball during the Cats' 60-51 win over the Bulldogs Saturday.

he was highly disappointed with the team's performance.

"As a co-captain of this team, you look at yourself first and what you could have done," Hayes said. "And I know there's a lot of changes I'm going to make."

The senior leader started by personally addressing his teammates after Smith had finished with them following the game. Hayes wouldn't say exactly what he told the team but said the Cats lacked focus going into the game.

With an undefeated record in conference play and

a top-5 national ranking, Hayes said he wanted to remind his teammates they were still in good position for a No. 1 seed in next month's NCAA Tournament.

But he said they couldn't do that if they continue to play as they did Saturday.

"Coach tells us ever game to play the right way and you'll have fun winning," he said. "We didn't play the right way, and it wasn't fun. If you look at the atmosphere, it feels like we just lost."

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Visit  
[www.kykernel.com](http://www.kykernel.com)

## RALLY FOR YOUR TUITION

Everyone is invited to attend a

Higher Education rally  
In the small rotunda of the State  
Capital Building in Frankfort

Wednesday, February 16th  
1-1:30 pm

Buses will provide transportation  
from the Student Center at  
11:45am.

Speakers include State Treasurer  
Miller, Secretary Grayson, Gov-  
ernor Fletcher, Secretary Fox,  
Board of Student Body President  
members and students



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KERNEL

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recycled  
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part.  
Now do  
yours.



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CELEBRATE IN THE CATS DEN -  
MAKE A CARD, EAT CHOCOLATE  
AND SEE A GREAT FILM!

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OF THIS BLOODY  
"COUPLES" THING?

IT'S A REALLY  
CHEAP  
DATE!

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FILM  
AND  
SCREW THE OPPOSITE SEX!

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[WWW.UKY.EDU/CAMPUSCALENDAR](http://WWW.UKY.EDU/CAMPUSCALENDAR)

## CAMPUS CALENDAR

VISIT THE WEB SITE FOR EVENT DETAILS OR TO POST YOUR OWN UK EVENT.

The Campus Calendar is produced by the Office of Student Activities, Leadership & Involvement. Registered Student Orgs. and UK Dept's. can submit information for FREE online. Call 252-8937 for more information.

Monday 14 <sup>th</sup>	Tuesday 15 <sup>th</sup>	Wednesday 16 <sup>th</sup>	Thursday 17 <sup>th</sup>	Friday 18 <sup>th</sup>	Saturday 19 <sup>th</sup>	Sunday 20 <sup>th</sup>
<ul style="list-style-type: none"> <li>UK Judo Club practice, 5:00 PM, Alumni Gym Loft</li> <li>Prayer &amp; Praise, 9:00 PM, Chapel between the ADP, and Tri-Delt houses off Rose Street and Columbia</li> <li>Campus Ministry International Bible Study, 8:00 PM, Student Center, Room 111</li> <li>CSF Presents "Shift" for Freshman, 7:00 PM, CSF Building, corner of Woodland and Columbia</li> <li>Solar Car meeting, 7:30 PM, Terrell Civil Engineering Building</li> <li>UK Swing Dance Club Lessons, 8:00 PM, Tates Creek Ballroom, 1400 Gateway Dr.</li> <li>UK ACLU Meeting, 7:30 PM, Student Center, Room 231</li> <li>Wesley Foundation's Bible Study and FREE Dinner, 6:00 PM, Wesley Foundation, 508 Columbia Ave.</li> </ul>	<ul style="list-style-type: none"> <li>UK Green Thumb Meeting, 7:00 PM, Student Center, Room 106</li> <li>UK Fencing Club Meeting, 8:00 PM, Buell Army/Barker Hall</li> <li>UK Berean Bible Study, 8:00 PM, Student Center, Room 113</li> <li>Baptist Student Union's English Conversation Class, 6:00 PM, 429 Columbia Ave</li> <li>Leftist Student Union Meeting, 8:00 PM, Student Center 228</li> <li>Baptist Student Unions presents "TNT," 7:30 PM, 429 Columbia Ave</li> <li>Alpha Phi Omega informational meeting, 6:30 PM, Student Center # 359</li> <li>UK Anime Club Meeting, 6:00 PM, Center Theater, Student Center</li> </ul>	<ul style="list-style-type: none"> <li>Lutheran-Episcopal Campus Ministry Worship Service, 5:05 PM</li> <li>WillWaterCats Pool Session, 9:00 PM, Lancaster Aquatic Center</li> <li>UK Water Ski Club, 9:00 PM, Commons Room 306A</li> <li>"The Rock," 9:00 PM, Baptist Student Center on Columbia Ave.</li> <li>UK Judo Club practice, 5:00 PM, Alumni Gym Loft</li> <li>Interment and Terror: The Japanese-Am. experience and threats to Nat'l security Lecture, 3:00 PM, Student Center, Center Theater</li> <li>Lanewelder Society Meeting, 7:30 PM, Student Center, Room 228</li> <li>Cat's For Christ Meeting, 7:00 PM, Student Center, Room 230</li> <li>Central KY FCA Meeting, 8:00 PM, Upstairs in the Commons Market</li> <li>Table Francaise, French conversation group, 3:00 PM, Student Center, Room 231</li> </ul>	<ul style="list-style-type: none"> <li>CRU, 7:30 PM, Worship Theater Student Center</li> <li>Wesley Foundation's Focus Worship Meeting, 7:30 PM, Student Center, Center Theater</li> <li>CSF Presents "Synergy," 8:00 PM, CSF Building, corner of Woodland and Columbia</li> <li>The Well, 7:00 PM, Student Center, Room 211</li> <li>UK Fencing Club Meeting, 8:00 PM, Buell Army/Barker Hall</li> <li>UK Phi Alpha Delta Pre-Law Meeting, 5:00 PM, Student Center, Room 205</li> <li>UK Climbing Club, 7:00 PM, Johnson Center Climbing Wall</li> </ul>	<ul style="list-style-type: none"> <li>ICF Dinner and Fellowship, 7:00 PM, St. Augustine Chapel, Rose St.</li> <li>Salsa Class, 3:00 PM, Martin Luther King Jr. Cultural Center, 124 Student Center</li> </ul>	<ul style="list-style-type: none"> <li>UK Hockey Vs. Cincinnati Bearcats, 12:00 AM, Lexington Ice Center</li> </ul>	<ul style="list-style-type: none"> <li>The Wild Boars of Lodestar: Story of the UK Women's Basketball vs. Mississippi State, 3:00 PM, Memorial Coliseum</li> </ul>

Go Cats!  
Beat  
Mississippi  
State!

## WEEK IN REVIEW

### Construction time

The Kentucky House of Representatives passed a bill last week that would allow UK to issue its own bonds for construction projects. The bill would still require state approval for construction projects over \$400,000, but the state wouldn't have to issue the bonds. Kentucky is one of only six states that does not allow such fiscal flexibility for its universities. Now it's up to the Senate to pass the bill, and Gov. Fletcher to sign it into law.

### Tuition to increase

Tuition will go up at UK next year. UK held a forum to address the matter and invited students last Thursday and Friday. On Thursday not a single student showed up.

So what else is new? Tuition increases have long been a matter of course, but increases over the last three years have been 14.4, 13.6 and 14.5 percent, respectively. That's quite a rate of increase in price. And that's the way the picture will continually look until students begin to take their own tuition increases seriously.

### Med Center employee killed

Leroy Saunders, a technician at UK Chandler Medical Center, was hit by a two vehicles and killed while crossing South Limestone Street last Monday. Police ruled the fatality an accident because it couldn't be proved that either driver could have done to avoid hitting Saunders. It is important to note that Saunders was not using a crosswalk when he was hit. This is an unfortunate reminder to the campus community about the importance of exercising caution as a pedestrian; not even a veteran employee used to the traffic at UK's campus is exempt.

### Weird science

Last week, an experiment at the Chemistry-Physics Building released a strange smell on campus. The experiment added mercaptan to natural gas, which caused it to smell like rotten eggs. Reports of strange smells came from several central campus buildings. Eventually, the Main Building, Patterson Office Tower, Mechanical Engineering Building and Miller Hall were evacuated. Usually, researchers call the UK Physical Plant Division to avoid those situations. But, hey, what does a little widespread panic hurt? Fortunately, no one was injured.

### North Korea mum

Officials in Pyongyang disclosed that North Korea would not be continuing six-party talks, which have been held since 2003 between the United States, North Korea, South Korea, China, Japan and Russia in attempts to get North Korea to disarm in exchange for diplomatic and economic rewards. Now, the country wants to engage in bilateral talks with the United States, a move the Bush administration rejects. Liberals contend this is yet another failure of Bush's foreign policy, while conservatives point out that North Korea wants a return to bilateral talks because they want "diplomacy" that would essentially amount to a Clintonesque bribe. Or maybe Kim Jong Il just happened to see *Team America*.

WRITTEN AND COMPILED BY OPINIONS EDITOR ANDREW MARTIN



JONATHAN PALMER, THE KENTUCKY KERNEL

## IN OUR OPINION

# New campus digs worth the price

Once again, the cost of attending UK is going up.

For the third straight school year, UK students face a double-digit tuition and fees increase. This time, there will be a 14.5 percent tuition increase.

Along with the tuition hike, housing charges will be increased by \$278 to a total of \$3,363 per year, according to data from UK's budget office. That's for the existing residence halls on campus.

To live in the new halls, which are under construction now, will cost \$4,250 per year for a two-bedroom and \$6,265 per year for a one-bedroom apartment.

That's a steep price, but UK students in these dorms will know why they're paying for more.

The new dorms, three on South Campus and one on North Campus, will provide housing for 684 stu-

dents. The \$46 million project is planned to be completed this summer, and when the dorms open, they will be the first new residences on campus since the Greg Page Apartments were built in 1979.

Currently, UK has 4,676 beds on campus, excluding Greg Page Apartments, and has faced a housing crunch as enrollment has surpassed 35,000.

"If you have seen the movie *Field of Dreams*, you know that if you build it they will come," said UK President Lee Todd in 2003. "Well, they are here! We need to accommodate them." These dorms will do that and

more. The dorms on South Campus will be three stories tall, with classrooms, faculty offices, balconies and 15 handicap-accessible rooms.

**New dorms will cost more but ensure UK students know what they're getting in a living environment.**

The North Campus dorms will be four stories tall. The first floor will have multi-purpose rooms for practicing musical instruments and studying.

All the dorms will be suite-style with a bathroom connecting two double rooms, and the ratio of residents to resident advisers will be 30 to one.

Jim Wims, UK director of Residence Life, said he hopes to

incorporate "Living and Learning Communities" into the new dorms, such as an arts community in the new North Campus dorm.

Those amenities are a clear improvement over the majority of UK's dorms, so students should expect to pay more to get more.

Still, the price seems high. Hopefully, the extra money students dish out will go to programs that will enrich their on-campus experience.

Perhaps some of the funds could go to scholarships for resident advisers or to increase aid for housing.

These dorms should be worth the extra cost to students, but UK must continue to renovate and modernize the rest of campus housing so dorms don't become another symbol of the haves and the have-nots at UK.

# Take your tuition complaints to the Capitol steps

Supposedly, college students from around Kentucky will gather at the State Capitol Wednesday to protest the lack of funding for higher education in Gov. Ernie Fletcher's recently unveiled budget plan.

But you wouldn't know that by visiting the Student Government Web site.

Instead of an appeal to UK students to attend the rally and let their voice be heard over the state's continued cut-backs in higher education funding, students are met with an invitation to "Dance Your Heart Out" — at an event that took place four days ago.

Despite the fact that the protest is being sponsored by the state chapter of the Association of Student Government Presidents, which SG President Rachel Watts chairs, UK's Web site has no mention of the rally.

The student organization is renting shuttles so UK students can ride from Frankfort to Lexington free of charge — but most students on this campus probably don't even know the protest is taking place.

If the elected leaders of this campus want

UK students to get involved with the legislative actions affecting them, they have to do a better job of advertising events like this one.

The announcement of Fletcher's plan, which did restore about \$2 million to UK in previously cut funds but offered no increase in the amount of money UK would receive, prompted university officials to raise tuition by 14.5 percent next fall.

The hike marks the third straight year that tuition will undergo a double-digit increase — something UK students can literally not afford much longer.

Fletcher needs to work with Senate President David Williams and Speaker Jody Richards on a way to increase funding for higher education, and UK students need to let them know it. And that starts with student leadership.

Student Government officials should have spent all of last week outside the White Hall Classroom Building passing out flyers to let students know this event was coming up. They should have been doing everything in their power to make sure as many students will attend this rally as possible. That's why we have a student government, and that's why we elect student leaders — to ensure there is someone to look out for our best interests and inform us when action needs to be taken in our defense.

For an event such as this, which requires prior planning on the part of students who want to attend, Watts and other SG leaders should have at least taken the time to post information on their Web site to let students know about the rally and what steps they needed to take to participate.

Will Nash and Becky Ellingsworth, one of whom will probably be our next SG president, need to step to the forefront and prove they have the ability to lead the students of UK.

Ellingsworth is off to a good start. The presidential candidate's campaign Web site has a lengthy post that explains the importance of the recent tuition hikes and advises students to contact their state legislators and attend Wednesday's rally in Frankfort. As of yet, Nash's site has no mention of the event.

If UK students want state legislators to take them and their concerns seriously they need to make every effort to attend Wednesday's protest and voice those concerns in person. Because until Fletcher and his colleagues in Frankfort see tangible results of student unrest over dwindling state funding and tuition increases, we'll continue to pay the price.

Ben Roberts is a journalism and political science senior. E-mail broberts@kykernel.com

### Submissions

Send a guest column or letter to the editor to Opinions Editor Andrew Martin or Assistant Opinions Editor Ben Roberts. Please limit letters to 250 words or less. Be sure to include your full name, class and major with all submissions.

**E-MAIL**  
opinions@kykernel.com

### ONLINE POLL RESULTS

Should the press have access to police reports regarding rapes?

Yes  
 (32%; 95 votes)

No  
 (68%; 203 votes)

### Note to readers

The Opinions page provides a forum for the exchange of ideas. Unlike news stories, the Kernel's unsigned editorials represent the views of a majority of the editorial board. Letters to the editor, columns, cartoons and other features on the Opinions page reflect the views of their authors and not necessarily those of the Kernel.



## Valentine's and 'all that jazz'

By Andy Kohler  
THE KENTUCKY KERNEL

Still looking for something romantic and original that will impress your sweetheart this Valentine's Day?

A nice dinner and a relaxing evening of jazz music could be the answer.

Tonight, the UK Jazz Ensemble and the Jazz Lab Band presents "A Jazzy Valentine's Day," sponsored by the School of Music.

The event will be held at the Singletary Center for the Arts Concert Hall and promises to be a night of romantic Valentine's Day jazz that will surely help set the mood.

Admission to the concert is free; the event is open to the public — so

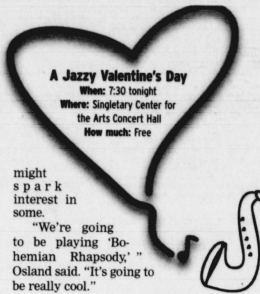
patrons can afford to spend a little more on dinner or flowers.

"This event has been going on for about 15 years," said Miles Osland, director of Jazz Studies in the School of Music. "We've always tried to make it as close to an annual event as possible."

Both the Jazz Ensemble and the Jazz Lab Band will play a collection of ballads and arrangements that will fit the Valentine's mood perfectly, Osland said.

The Jazz Lab Band will be opening the performance this year with an original arrangement of "My Funny Valentine." The Jazz Ensemble will then follow with a modern version of "My Funny Valentine."

If free, romantic jazz music isn't enough, there's one more piece that



might spark interest in some.

"We're going to be playing 'Bohemian Rhapsody,'" Osland said. "It's going to be really cool."

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## Exhibit to draw romantics, art lovers

By Doug Scott  
THE KENTUCKY KERNEL

The UK Art Museum hosts a special Valentine's Day reception tonight featuring light hors d'oeuvres and wine. Attendees will also be treated to party games, chocolate tarts and door prizes while they browse the museum's art collection.

"We will also have valentine-making, so if you forget

to make a valentine you can make one here," said Amy Nelson, a development officer for the UK Art Museum.

"The Singing Valentines," a barber shop quartet, will also perform during the night's festivities.

Tickets can be reserved by calling 257-5716 or can be purchased at the door.

E-mail  
dscott@kykernel.com

### For Art Lovers

What: Valentine's Day Reception

Where: UK Art Museum

When: 6 to 8 tonight

How much: Tickets cost \$10 for UK students and museum members, \$14 for non-members; attendees must be at least 21 years old

## GRAMMYS

### WHO WON?

Look online to find a list of winners from last night, as well as more info on events

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## \*THE BEST COLLEGE ENTREPRENEURS

Exclusive coverage of the Global  
Student Entrepreneur Awards

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2005

volume 4 issue 1



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**This year's Global Student Entrepreneur Awards winners simultaneously juggled course work and cash flow—and succeeded at both.**

Michael Stebinger

# THE BEST COLLEGE ENTREPRENEURS

By Daniel Jimenez  
Managing Editor  
YOUNG MONEY

Cover photo and inside images  
by Matt Staver

**2004 was a year that Michael Stebinger will always remember. Stebinger was the top winner at the recent Global Student Entrepreneur Awards ceremony honoring the world's best college entrepreneurs.** If running a business and going to school were not enough of a challenge for him, Stebinger,

a senior at Utah Valley State College, and his wife Angie also celebrated the birth of their first child soon after.

The GSEAs are student entrepreneurs' version of college football's Heisman trophy. Last year, 18 regions, including all of North America, the Caribbean, Australia, New Zealand,

Sweden and China, participated in the competition. From that group, 15 regional winners came together to compete for first-place honors and a grand prize of \$10,000.

The awards were presented at the College Entrepreneurs' Organization annual conference in Chicago. The GSEAs are a

program of the John Cook School of Business at Saint Louis University. The overall winner received a \$10,000 grand prize and the innovation and social impact category winners each earned \$3,000.

Stebinger, a business management major, founded Tropi-Cool, a Latin style ice cream parlor that specializes in producing authentic Mexican paletas, or fresh fruit bars, and fruit drinks. The business has flourished since 2003 and the franchise recently expanded into Arizona and Texas.

Here's our interview with Stebinger, including his reflections on the people who helped him make it to the top, the advice he has for any young person looking to make his own money, and what he plans to conquer next.

**SO, HOW DID YOU GET THE IDEA TO START TROPIC-COOL?**

**STEBINGER:** Well, my wife actually grew up in Northern Mexico and she was raised on the fresh fruit bars or 'paletas' as they call them in Mexico, the fresh fruit drinks and other products. One night her brother, now my business partner, was over and we were all sitting around the kitchen table visiting. They started reminiscing about home, or Mexico, and talking about the things they missed. Someone made the comment that nowadays they could find most all of the products they missed from Mexico here in the U.S, but still couldn't find an authentic paleta to satisfy their craving for a refreshing fruit bar, packed with real fresh fruit, like those only sold in Mexico. So, they recognized the need and I saw the opportunity.

**HOW DID YOU FIND THE MONEY TO START THE COMPANY?**

**STEBINGER:** My wife and I actually spent a few months learning about real estate and how to buy and sell a foreclosure property for a profit. When the right deal came along, we bought a home at auction, cleaned it up and sold it, all within about a month's time. We

were able to profit enough money to get the business started.


**WHERE DID YOU GET THE MOTIVATION TO PULL SOMETHING LIKE THIS OFF?**

**STEBINGER:** I've always known that working for someone else wouldn't give me the lifestyle I want for myself and for my family. It seems that either people have plenty of money but no time to enjoy it, or plenty of time, but no money. I want to have both. I felt like being in business for myself was one way to achieve that. Of course, we aren't at that point yet. It will take time and a lot of effort to get where I want to be, but a clear vision of what I want my future to look like is what motivates me from day to day.

**WHAT ADVICE WOULD YOU OFFER TO PEOPLE COMING OUT OF COLLEGE WHO ARE INTERESTED IN DOING SOMETHING ON THEIR OWN AS YOU'VE DONE?**

**STEBINGER:** I would say, start as soon as you can out of college or, even better *during* college, because the more comfortable you become with the lifestyle a regular job creates, the less likely you'll be to take the risk of starting your own business. A big advantage of being a student or recent graduate is the willingness of other successful entrepreneurs to help you along the way. Mentorship is key.

**SO, WHAT'S THE FUTURE FROM HERE?**

**STEBINGER:** As for Tropi-Cool, we will continue to grow our business throughout the western United States, targeting our niche market. As for other interests, I continue to be the typical entrepreneur always exploring new business ideas and markets. Regardless of the path or paths that I take, I'm extremely excited about what the future holds. 

**>> Entrepreneurship on the Web**

**Global Student Entrepreneur Awards (gsea.org):** The GSEA program gives more than \$80,000 to college entrepreneurs each year. Eligible students can visit the website to download an application form for the 2005 awards.

**Collegiate Entrepreneurs' Organization (c-e-o.org):** CEO is the premier global entrepreneurship network serving more than 500 colleges and universities. Students can register online for the 2005 national conference.

**Small Business Television Network (sbtv.com):** Video footage of the GSEA presentation is available on this website devoted to the small business market—from business start-ups to established enterprises.

**YOUNG MONEY (youngmoney.com/entrepreneurship):** The website's entrepreneur channel features expert advice, student profiles and small business calculators.



> Molly Reiling

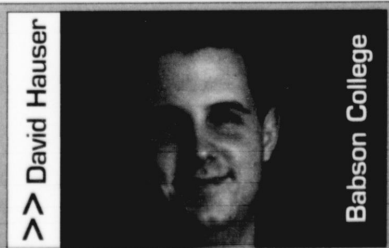
St. Cloud State U.

**SOCIAL IMPACT AWARD**

**BUSINESS:** Daylily Spa Salon is a full service salon and day spa that began two years ago with five employees and has now grown to 20. The salon is based in St. Paul, Minn.

**HOW HAS YOUR COMPANY MADE A SOCIAL IMPACT ON THE COMMUNITY?**

"Most of our employees are young women—some barely a year out of high school. We work to instill confidence in them, encourage them to continue their educations, and provide them with a livable salary that has allowed many of them to be independent and do things such as purchase their first home. We also encourage everyone at our salon to give their talents to people in our community who are in need of an emotional 'lift.'"



> David Hauser

Babson College

**CREATIVE / INNOVATIVE AWARD**

**BUSINESS:** Got V Mail Communications, LLC is a small business voice communications services provider based in Newton, Mass. The company was started two years ago with just one employee and now has 11 employees and 7,000 clients.

**WHAT MAKES YOUR PRODUCT SUCH AN INNOVATIVE IDEA?**

"It truly allows a company of any size to have the features and functions found in the [voicemail] system of a large company, for a very reasonable cost. We continue to advance our feature set to stay ahead of even the most advanced systems on the market. We are now starting to offer VoIP [Voice over Internet Protocol] services to further expand our reach and offerings in a cost-effective and functional way for the small to mid-sized company."

feature story cont.

# THE 10 COMMANDMENTS of Student Entrepreneurship

By Daniel Jiménez,  
Managing Editor, YOUNG MONEY

## THE COUNTRY'S TOP YOUNG ENTREPRENEURS SHARE THEIR BUSINESS SECRETS.

Photos by Roberto Dapena

### Have you ever dreamed of starting a company and being your own boss?

Well, you don't have to be an honors business student to become a great entrepreneur. All you need is a good idea, a strong work ethic, and a passionate desire to reach your goal.

That belief was never more evident than at the recent national College Entrepreneurs' Organization (CEO) annual conference. More than 1,000 student entrepreneurs gathered in Chicago to network with their peers, hear speeches from top business leaders, participate in workshops and compete for awards.

YOUNG MONEY asked several young entrepreneurs to share some of the lessons they had learned during the event.

#### 1) GET MOTIVATED:

It's easier for young entrepreneurs to get motivated about starting a business when they meet other peers who already own successful businesses. "Successful entrepreneurs were all over the conference, some being younger than myself," said Dan Mulka, a student advisor at Grand Valley State University. "If they could be a success, why couldn't I?"

#### 2) BE INNOVATIVE:

Inspiration comes in many different ways. Mulka found that many students were inspired to come up with creative ideas after hearing

about the Grand Rapids, Mich. edition of the MONOPOLY game that his school's CEO chapter had developed as a fundraiser.

"You could see the light bulbs flickering in the minds of these students, as they thought of ways to take our idea (which met a localized niche) and how they could tweak it to fit their area," he said. "Innovation comes from the sharing of knowledge."

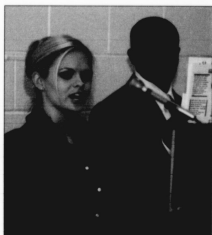
#### 3) FIND A MENTOR:

"I strongly believe that solid mentorship is vital to success as an entrepreneur," said Ryan J. Blum, founder of Parh Connect, an online network dedicated to connecting mentors with young entrepreneurs in need of support and guidance.

"Any business-minded person knows that you cannot simply shut out the outside world effectively and blaze your own trail. It is in learning from the successes and failures of others, and thriving on the support of peers and mentors, that I was able to achieve professional and personal fulfillment of the highest level."

#### 4) GET EXPERIENCE:

Working at an entrepreneurial-minded company is the best way to build contacts and learn the ropes of building a successful company, advises Ryan Allis, founder of Broadwick Corp., a North Carolina based provider of email newsletter software. "I



worked in an entrepreneurial company my senior year in high school that went from zero to \$1 million dollars in sales over the course of 14 months," said Allis. "Without that experience, I would have had much less knowledge when I started my own company."

#### 5) SEEK FINANCIAL FREEDOM:

One of the greatest potential benefits of entrepreneurship is having the opportunity to achieve financial independence, according to Roman Brzozowski, founder and president of Extreme Auto Detailing Service in Plainfield, Ill. "The key to financial freedom is to know what the rich person's definition of an asset is, and invest, buy or create [those] assets," he said.



"The true meaning of an asset is something that puts money in your pockets regardless of you working or not working. The recipe of financial freedom is to have more assets than liabilities and to spend less than you earn."

#### 6) BUILD A GREAT TEAM:

Brzozowski believes that entrepreneurs must first build a strong business team around them to be successful. "The best way to do this is to ask successful business owners in your area for referrals to their advisors or mentors," he said. "You can also ask your professors if they have anyone they could guide you to. A list resort may be to look in the phone book."

#### 7) ACT NOW:

Proper planning is important but be careful about waiting too long to start your own company. "I see so many aspiring entrepreneurs young and old alike who have a business idea but never get moving," said Allis. "They are afraid to get out there, stop planning, and start doing. Get started today and as you proceed you'll gain new contacts and knowledge that will snowball you up the learning curve toward your eventual goal."



#### 8) NETWORK:

Developing business contacts is important even if you're not ready to start a company right now, according to Danielle Alexander, an

MBA student at Rollins College in Winter Park, Fla. "Maybe you want to work for a small company of maybe 10 to 35 or 50 people in an entrepreneurial environment in order to get an idea of what goes on in that sort of environment," she said. "One of the things that we want to do through our networking is to get our members in front of these companies who want to be hiring such students for internships or jobs."

#### 9) PRACTICE LEADERSHIP:

As the saying goes, great leaders are made, not born. The same rule applies in the business world, explained Jon Curran, an MBA student at Rollins College. "Business leadership in many ways is an art form not so much a science," said Curran. "And that's something you have to develop through practice. Being enrolled in CEO is a safe way to practice those skills before you go out where the stakes are a lot higher."

#### 10) LEARN TO SOLVE PROBLEMS:

Many companies are looking for entrepreneurial-minded employees when it comes to developing creative solutions to business problems, according to Steven Ventura, a human resources major at Eastern Michigan University. "I've learned to be more independent when it comes to problem solving," said Ventura. "I've been able to come up with new solutions that weren't on the manual yet followed the strict legal guidelines required by businesses." ■

## >>2004 CEO Individual Awards

### Elevator Pitch Competition

- 1st place: Samee McDannel, Bryant University
- 2nd place: Charles Cudjoe, Embry Riddle Aeronautical University
- 3rd place: Steve Guymon, Brigham Young University
- People's Choice: Charles Cudjoe, Embry Riddle Aeronautical University

### Student Leader

- 1st place: Maggie Mae Lander, Clarkson University
- 2nd place: Corey Degon, Bryant University

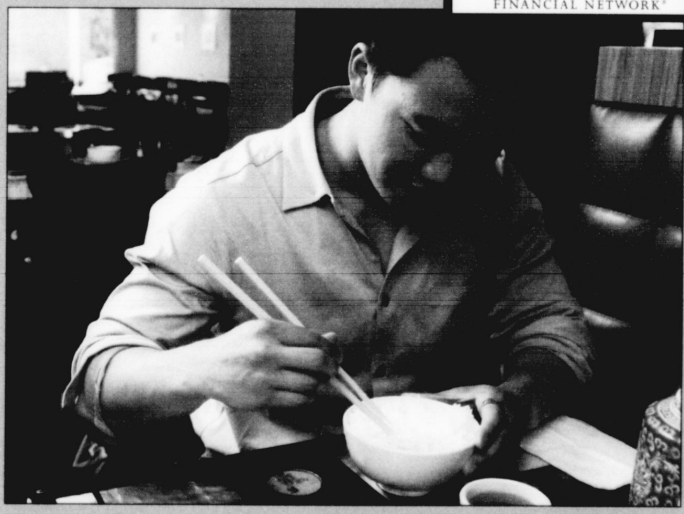
### Chapter Advisor

- 1st place: Troy Byrd, Bryant University
- 2nd place: Lynn Jahn & Dawn Bowlus, University of Iowa



# EATING ON A BUDGET

by Emily Olson, Virginia Tech University



**Whether it's work, school, the gym or any other activity to fill the day, young adults can always make an excuse to find food anywhere but their own kitchens.**

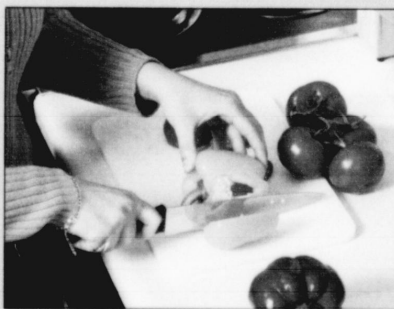
Being young and uncommitted is the perfect time to enjoy such luxuries as dining out, because before long a spouse and kids will keep you dining in nearly every night. But maybe these simple luxuries today are worth passing up for the larger luxuries in the future—quite possibly a million dollars worth of luxuries.

According to the National Restaurant Association, households headed by persons under age 25 spent 46.8 percent of their total food dollar away from home, which is nearly half of all meals. The restaurants in the business have certainly wreaked the benefits of this outrageous spending with a predicted \$440 billion in sales in 2004, according to the NRA's 2004 Restaurant Industry Forecast. Simply put, the restaurant industry's huge profits are turning out to be our major loss.

## RUBY TUESDAY'S VS. YOUR COOKING

I set out to do a few comparisons to see just how much these meals were truly costing us. Since young adults spend nearly half their meals out, I selected three lunch meals and three dinner meals to compare against the same meals made at home. If it's assumed that most people eat three meals a day (21 meals a

week), half of all weekly meals should come out to about 10 meals. The six meals I selected will come in slightly below that figure, which means there is potential to earn even more money, but we'll start with these numbers.



The three dinner meals came from Ruby Tuesday, a restaurant known for reasonable dinner prices, however once you see the mark-up it won't seem so sensible. Ruby Tuesday charges \$12 for their Top Sirloin steak, which can be made at home for \$5—a savings of \$7. The Creole Catch made with Tilapia fillets comes in at \$10 but can be made at home for \$3—another \$7 in savings. Finally, Ruby Tuesday's Church Street Chicken will run you \$10 at the restaurant, but when made at home it will only cost \$4—a savings of \$6.

## BETTER THAN HARDEES

The lunch items came from Hardees, which had fairly low prices to begin with, but there was still room for savings. The Charbroiled Chicken Sandwich costs \$4 in the restaurant, but could be made at home for \$2.50, which comes to savings of \$1.55. You could purchase a Western Thickburger for \$4 or make it at home for \$2, which would save you \$2. Finally, the Roast Beef Sandwich made by

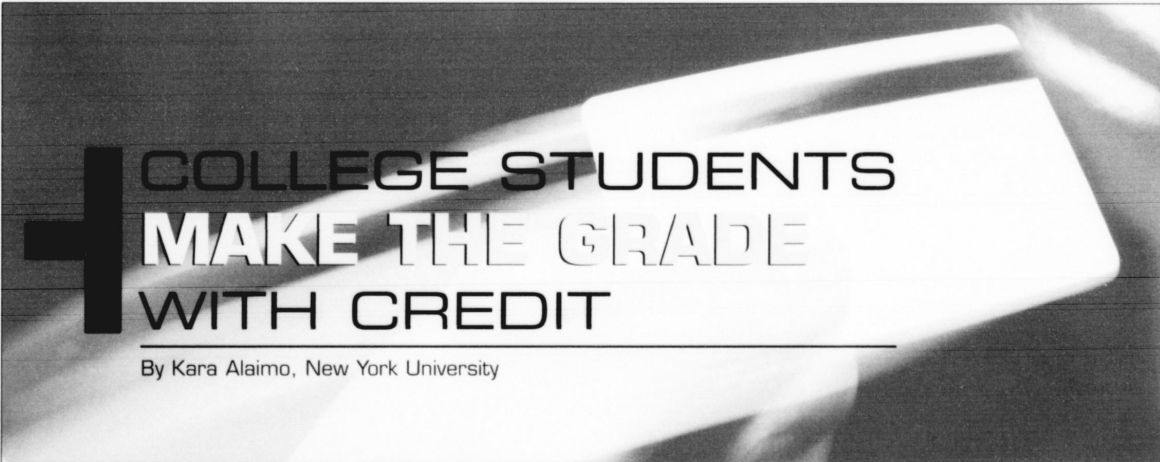
Hardees will cost \$3.29, but will only run you \$2 at home, saving you \$1.29.

The savings from these six meals totals \$24.80, which averages about \$3.50 per day. This may seem like pocket change these days, but \$3.50 a day paired with the power of compound interest has the potential to become much more than a few paltry dollars. According to Robert Allen's book "Easy Money: Financial Freedom on a Dollar a Day," if you started investing that \$3.50 a day at the age of 20, at an average rate of 10 percent interest, and continued to invest that same amount until you reach retirement at 65 you would total just over \$1 million.

"Too many young professionals say, 'Retirement can wait, I want X today,' not realizing that the earlier they start saving, the greater the pay off in the end," said Ruth Lytton, a registered financial consultant and financial resource management professor at Virginia Tech. "Early investments are highly leveraged dollars."

If you squander those dollars now and wait to start investing, it will be a lot tougher to reach that \$1 million goal. If you decided to forego investing until the age of 30, you would have to bump up your daily contribution to \$8 a day, which is more than double the \$3.50 in order to have a million by the time you reach 65.

So the next time you are hungry and tempted to grab a bite out to eat, think about the potential \$1 million you could be missing out on—it might just be worth it to make a date with your kitchen. [E]



# COLLEGE STUDENTS MAKE THE GRADE WITH CREDIT

By Kara Alaimo, New York University

## Signing up for a credit card is entering into a serious relationship.

And just like you'd get to know someone before dating them, it's important to become acquainted before committing to just any credit card company that courts you. That plastic in your pocket can rapidly take on a life of its own, and when it does, the rules of relationships apply:

### >> CONSIDER YOUR OPTIONS

If you're not getting an attractive offer, don't forget about all the other fish in the sea of credit card companies. "Credit card companies regularly solicit prospective and existing customers with better terms and interest rates to ensure that responsible users of credit have access to the best financing opportunities," according to a report recently released by Your Credit Card Companies, a group of financial service companies that educates consumers on smart spending. If your credit card isn't fulfilling all your heart's desires, it may be time for some tough love.

### >> COMMUNICATE

As any psychotherapist would tell you, the key to a successful relationship is communication. The language of credit cards is currency, and you need to correspond by sending a check each month in order to establish good credit and keep your interest rates down.


"Even when I can't pay my credit card bill in full, I make the minimum payment to preserve my good credit," said John Wooten, a senior at New York University. "You miss one payment, and your credit is shot."

### >> BE CONSISTENT

Your partner wouldn't be too happy if you saw each other every night one week and not at all the next, right? Simply put, your Mastercard requires the same level of management as your mate. Come up with a reasonable spending schedule and stick to it! Be aware of how much you're spending so if you go over your budget you can fix the problem before things get out of hand. Your Credit Card Companies warns that when consumers accumulate debt, credit card companies often hike interest rates because of the increased possibility of default, further exacerbating the problem.

### >> NO CHEATING

Your relationship with your credit card company should be exclusive, and it's important to make sure no third party comes between you. Your Credit Card Companies advises consumers to obtain credit reports every year to make sure nothing shady is going on. Credit reports are cheap, easy and essential to obtain. If you suspect fraud or have been denied credit, you are also entitled to a free report, and beginning in December 2004, the three major credit bureaus started offering free annual reports as part of the Fair and Accurate Credit Transactions Act of 2003.

Apply these lessons from the laws of love, and your American Express will put you on the fast-track to financial success! For more credit information, visit [www.YourCreditCardCompanies.com](http://www.YourCreditCardCompanies.com). 

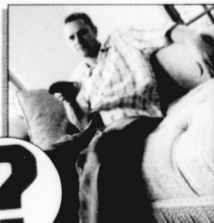
## CREDIT WISE STUDENTS

■ **87.9% of college student accounts are current (paid as agreed) compared with 88.4% of young adults and 91.9% of older adults.**

■ **The average balance of \$552 for a college student account is approximately one-third the size of the average balance of a non-student young adult's account (\$1,465) and one fourth that of an average older adult's account balance (\$2,342).**

■ **College students are more likely to pay off their credit card balance in full each month than older adult account holders.**

Source: YourCreditCardCompanies.com



# PROCRASTINATING ABOUT YOUR JOB SEARCH?

By Michelle Tullier, MonsterTRAK



When you're a freshman, graduation seems light-years away, so you figure there's no need to start worrying about career plans yet.

As a sophomore trying to decide on a major, you might get some inkling that you're going to have to make a career choice in the not-too-distant future, but it still doesn't seem as if you really need to do anything about career planning or job hunting just yet.

By junior year, reality starts to creep in, and you know you'll have to start thinking about your career fairly soon. But you decide to define "fairly soon" as at least a year away. Before you know it, senior year arrives, and you find yourself adrift in a sea of denial about the need to start your job search. At that point, you have two choices: Let panic set in and do nothing, or use those twinges of panic to motivate yourself to take action.

## WHAT'S WRONG WITH ME?

How did you become a job-hunt procrastinator and what can you do about it? The following are four typical excuses students give for putting off their job searches, along with a reality check for each excuse:

### >> EXCUSE ONE

Basically, I don't feel a sense of urgency. Graduation seems far away, and I have a roof over my head and food on my plate, so the need to earn a living doesn't seem so critical. I don't want to worry about job hunting yet.

#### REALITY

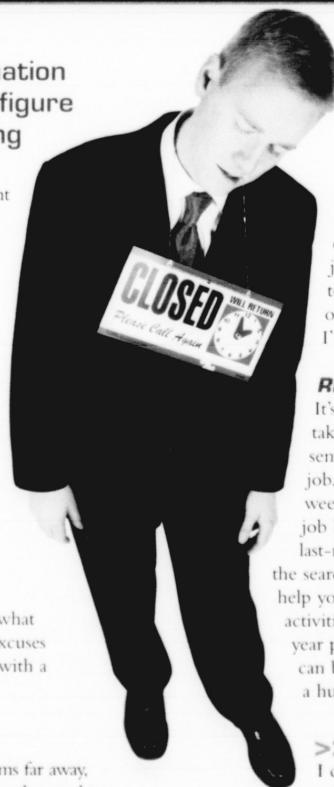
The time will pass much more quickly than you expect it to! It's never too early to start making your career plans and laying the groundwork for a job hunt. The earlier you start, the easier the actual search will be.

### >> EXCUSE TWO

I don't know how to look for a job. The process is so overwhelming and confusing, to be honest, I'm a bit intimidated. Since I don't know where to begin, I'm going to opt to not begin at all.

#### REALITY

It's normal to be somewhat overwhelmed by the thought of looking for a job, especially if you don't know how the process works. The reality, however, is that job-hunting methods aren't rocket science. Your campus career counselors as well as the many job-hunting guidebooks and online advice at your disposal can demystify the process for you in no



time. Career counselors can also help boost your confidence, enabling you to see that you are employable.

### >> EXCUSE three

I just don't have time to look for a job. Between classes, homework, studying for exams, extracurriculars, socializing, and maybe a part-time job or internship, I can't find the time to put together a résumé, go on an informational interview or take any steps toward making some career plans. I'm just way too busy.

#### REALITY

It's understandable that all those other activities have to take precedence over job hunting, especially before senior year when you really aren't urgently in need of a job. It's worth it, though, to carve out some time on a weekly or monthly basis to do your career planning and job hunting gradually. Doing so will help you avoid a last-minute crunch senior year and will actually make the search easier overall. Your campus career counselors can help you set some objectives for career-development activities you can take on little by little—a kind of four-year plan regardless of which year you're starting it. You can begin tackling your career planning without making a huge dent in your already busy schedule.

### >> EXCUSE four

I don't have a clear job target. I don't know what kind of job to look for, so I don't do any looking at all.

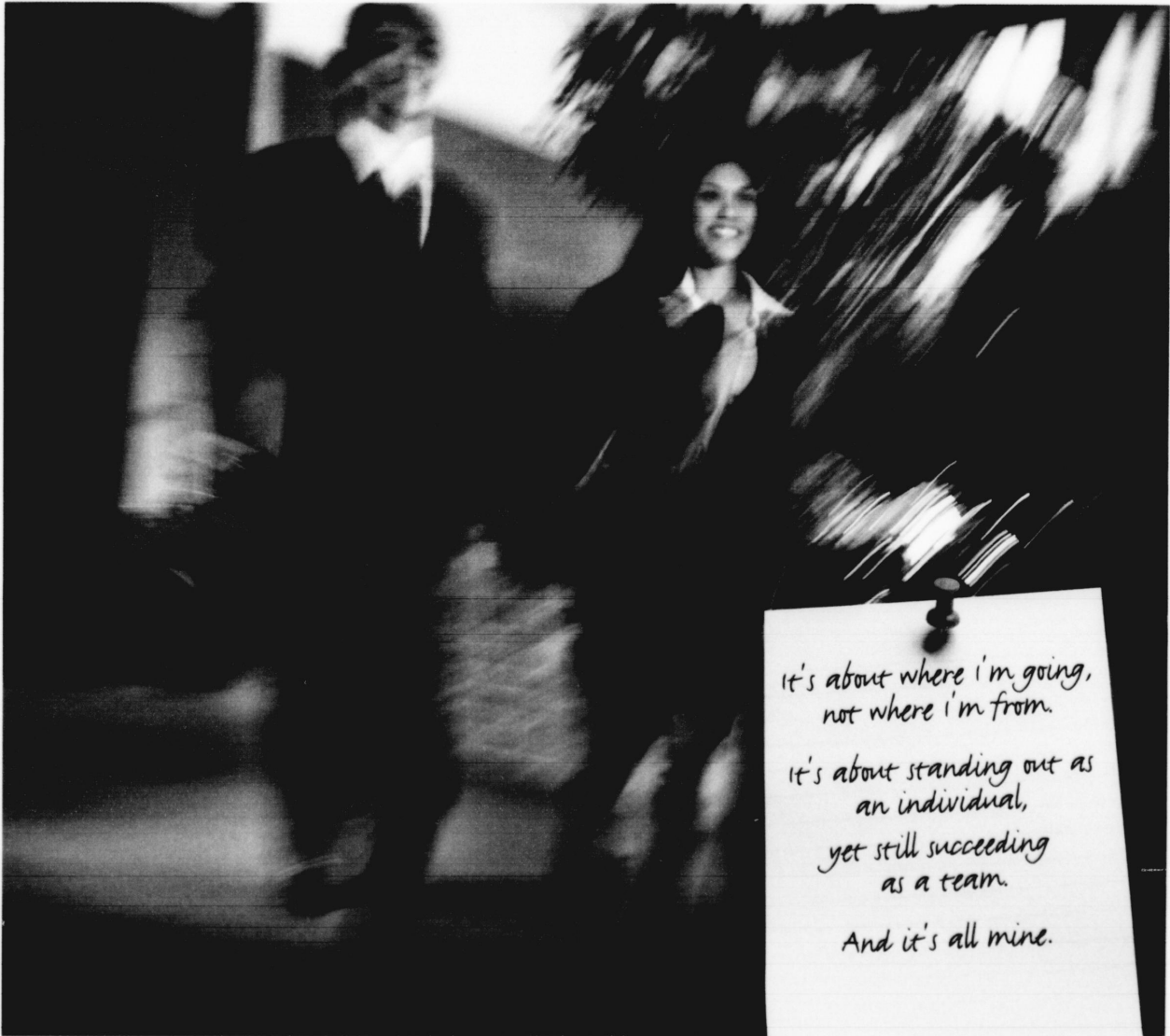
#### REALITY

It's true that you do need to know what you're looking for before you can embark on an actual job search, but that doesn't mean you shouldn't be doing anything. Sitting back and waiting for some sort of revelation about your perfect career direction is not the right approach.

Instead, you need to realize that the process of choosing a future career field is actually a part of your job search. The same self-evaluation (of skills, abilities, interests and priorities) that goes into deciding on a career direction can help you prepare to market yourself to prospective employers. And the research you might do on what's out there in the world of work (researching professions and companies) to target a career direction serves a dual purpose of targeting potential employers and developing a network of contacts.

Whether you're a freshman or a final-semester senior, it's never too early or too late to get moving on your career planning and job search. You can overcome procrastination. **IT!**





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yet still succeeding  
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# JOB OUTLOOK STRONG FOR COLLEGE SENIORS

By **Melody Simon**, Indiana University



**Thousands of graduating college seniors have good reason to believe that there is a light at the end of the job-hunt tunnel.**

Employers say they are going to hire more 2004-2005 graduates than they hired from last year's graduating class, according to a recent National Association of Colleges and Employers survey. Seven out of 10 employers surveyed expected to offer even higher salaries to the graduates.

The group's 2005 Job Outlook Survey, sent to 254 employers, showed companies are specifically eager to hire grads with business, engineering, accounting and computer majors.

Mark Brostoff, associate director of undergraduate career services at Indiana University's business school, said the organization's findings are in line with what his office heard during a trends conference in Chicago.

"The trends tend to be fairly accurate because they look at stabilizing labor market we've had," Brostoff said. "(There is) no question there is a need for business majors. We've kind of had a slow down after 9-11 but we're seeing a strong rebounding especially in finance and accounting."

In addition to business and computer science majors, consulting services firms, building materials, engineering/surveying firms, and construction companies reported the greatest need for new graduates.

## EMPLOYERS TO COMPETE FOR GRADS

Employers said their biggest challenge throughout the year will be competing with other companies to find the "best and brightest" of new graduates. A quarter of the employers

surveyed said they had plans to recruit on college campuses during the spring semester.

"When you look at the outlook across the U.S. you see again within health/life sciences an increase and in finance and real estate we are starting to see an increase, so it's fairly welcoming news for students with business majors," Brostoff said.

The survey found that several economic factors have contributed to the improving college job market including economic improvement, business growth, increased sales, lower interest rates, increased government spending, and increases in the market for new construction.

**"(There is) no question there is a need for business majors."**

Mark Brostoff, career expert, Indiana University

The aging workforce has led to increased employee turnover created gaps in company personnel positions. Of the companies surveyed, 56 percent rated the job as "good" and 22 percent as "very good."

## LEADERSHIP SKILLS SOUGHT

With the need for more grads in the workforce, the interviewing and selection process will be increasingly competitive this year.

"As companies start to hire more or recruit more now that they're expanding, they will be looking for top-notch students," Brostoff said. "Employers have always told us besides strong academic backgrounds and leadership skills, they would like to see students who have done work or involved themselves outside of classroom."

Brostoff believes that leadership skills are seen as very important when employers are making final decisions.

"They don't just want a member of a club, they want to see leadership positions, communication skills, ability to express career objectives and long-term goals," he said. "In addition a student who has an internship in a field or another area within their interest that's also important."

Brostoff claims that many of the characteristics employers look for remain the same over the years so it is important for students to start preparing for the job hunt early in their college years.

"Recruiters on campus have been pretty consistent with these attributes that they're looking for," Brostoff said. "Those are the things students at sophomore and junior levels need to start looking at to be competitive as a senior. There's still time to make up for seniors who haven't engaged themselves or at least find a way to discuss why or why not they haven't been able to obtain the skills employers are looking for."

## Who's In Demand (Bachelor's Degree)

- >> Accounting
- >> Electrical Engineering
- >> Mechanical Engineering
- >> Business Admin./Mgmt.
- >> Economics/Finance
- >> Computer Science
- >> Computer Engineering
- >> Marketing/Mktg. Mgmt.
- >> Chemical Engineering
- >> Information Sciences & Systems

Source: National Association of Colleges and Employers



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# 6 BIGGEST ENTREPRENEURIAL MISTAKES

By Barry Moltz

"I have made all of them once, and some of them twice".

## >>NUMBER ONE

Depending on building a viable business through funding from an Angel or Venture Capitalist. Your chances are actually 5% to 4% depending on whom you talk to. It is rare that someone will come in and "save you." Learn to bootstrap your business the first year so you can get customers, revenue, and prove your model. Establish a proven track record.

## >>NUMBER TWO

Projected revenues are based on market size. You need to show how you can build your revenues from the ground up with the appropriate sales and marketing strategy. To say that you will capture 5% of the market is not a good answer. Don't compare yourself to other publicly traded companies in the market place. Remember most of them have more capital than you ever will.

## >>NUMBER THREE

Competitive advantage based on quality of production, first to market. You need to

assume that someone can always build a better mousetrap than you. Don't bank on the fact that you are the best game in town for a long term competitive advantage. Remember a thing called "reverse engineering." All of the time.

## >>NUMBER FOUR

Talking to any investor about your plan. Talk to only those who are truly interested and are able to fund your plan. Don't over shop your plan. Don't be afraid to ask for the order: "will you invest in my business?"

## >>NUMBER FIVE

Waiting until you are out of money until you start to raise capital. Remember that if you run out of cash you are out of business. Many call this a "near death" experience. It is best to always have six months of working capital in the bank to cover any contingencies. This will prevent you from having to negotiate investment terms when you are desperate and the investors feel pushed or his in extreme advantage. Remember how banks have declined

people money that do not need it? The risk is perceived to be lower.

## >>NUMBER SIX

Not focusing on the investor's return. Be able to answer simple questions like: How much money is required to make a profit? What is my return on investment? What is the exit strategy? Be able to appreciate that the investor has alternative places to put his cash. **YM**

*Editor's Note: Your King from Scribble Capital contributed to this article.*

*Barry Moltz is an award winning entrepreneur, author and national speaker. He co-founded Pitch Angels ([www.pitchangels.org](http://www.pitchangels.org)), a group of private investors committed to investing in and mentoring early stage companies and their entrepreneurs. His new book is titled "You Need to Be A Little Crazy: The Truth About Starting and Growing Your Business." For more information, please visit [www.moltz.com](http://www.moltz.com).*

## Entrepreneur's Guide to SMALL BUSINESS SOFTWARE

Product: **MyInvoices & Estimate Deluxe**  
Manufacturer: **Avanquest**  
([www.avanquest.com](http://www.avanquest.com))  
Cost (website orders): **\$39.95**

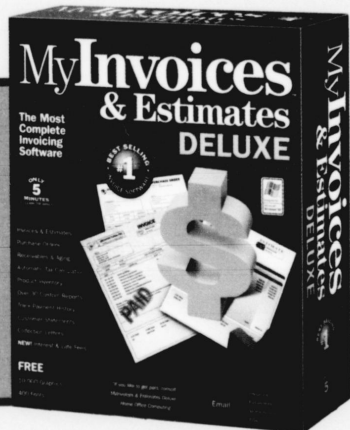
### PROS:

- Simple, yet powerful interface
- Ability to pull down reports
- Ability to e-mail invoices from within the application from any POP e-mail account
- Very easy to use

- Ability to add company logo
- Automatic data backup upon exiting the application

### CONS:

- Formatting lost when e-mailing the invoices
- Would prefer more font options (rather than just five)
- Wary of the "NewsFlash" program I was asked to install for company communication purposes (which is now running in my task manager)



By Troy Byrd, Bryant College

*YOUNG MONEY* asked Troy Byrd, co-founder of Bryant College's Global Entrepreneurship Program, to review several software products intended for small business owners. This article is the second installment of a four-part series featuring such products.

MyInvoices & Estimates Deluxe promises that a small business owner can create, print, and mail the type of invoice he needs within 10 minutes of starting the software. The program is designed to create estimates, invoices, statements, purchase orders and to manage inventory levels of your products.

After a brief installation process, the program directed me to a 7-step wizard guide for configuring my invoices "to meet the needs of my business." Step 2 required that I input information into the upper left-corner of the invoice, including my business name and address.

The next step simply asked me what type of business this invoicing set-up would be used for. Step 4 let me choose from five different styles of lettering for the invoice. Next, I was asked if taxes were to be applied to my customers' bills and what the average tax rate would be if one existed. The final step prompted me to purchase "professional" letterhead through the company and offered up a link to an order form, which I chose to ignore for now.

### CREATING AN INVOICE

After completing the preliminary set-up I was ready to start making my invoices. The layout of the program is very similar to Microsoft Word, making it very easy to navigate for Word users. The main navigation

throughout the program revolved around a database of customers and vendors, an invoicing section, a layout for drafting estimates, purchase order and payments record keeping, as well as a database for different products/services to be stored.

All of these sections were navigated through with a straightforward set of tabs located under the main menu bar. I input a fictional customer and a few services and rates for those services and set off to make an invoice. The invoice template was very simple, yet took all necessary information into consideration. Clicking the "Bill To" button opened a pull down menu containing the customer I previously added into my database, and customer selection could be done with a simple click of the mouse.

If the shipping address is the same as the billing address, then the information can easily be copied over into both forms. The invoice number defaulted to #1001, and the date was set to the current date. From here, I input the date the service took place, the nature of the service, and the hourly rate. The program then calculated the amount and listed a total at the bottom of the invoice. The invoice was then ready to be printed or e-mailed.

I chose to e-mail the invoice to myself to see how it would look. Before I could send out the e-mail, I needed to input my POP mail server account information into the application. This setup was done through the email preferences section and was similar to setting up an e-mail client such as Microsoft Outlook.

After I submitted the test invoice to myself, it arrived instantly in one of my other e-mail accounts with the subject heading "Invoice # 1001 From (company name)." The invoice was written in plain text; and though not as fancy as the "corporate" font style I had selected during the initial setup, it got the job done.

### SUMMARY

Installing and running this software was a breeze. The interface was clean, to the point, and very intuitive. The tabbed navigation through all the major components of the software and the Microsoft Word style interface were both major advantages of this invoicing application.

This application can be used by anyone starting a business, and it would be especially helpful to the collegiate entrepreneur with little experience in maintaining customer databases and invoicing. I was able to get the software fully up and running in less than an hour. The professional letterhead manufactured by the company seems like it would be just the thing to generate an even more impressive invoice for the small business owner.

After using this software for a period of time, the user has the option to pull down reports on various aspects of company data. These reports range from current inventory to a detailed list of customers that could be very helpful to a small business owner. **YM**

Amazing Destinations:

# Southern Utah

By Katy Bartelma  
Harvard University



Bryce Canyon National Park

**Few places capture the diverse beauty of America better than southern Utah.**

Seemingly endless desert gives way to rugged rocks and then to intricately carved, vibrantly colored canyons, spires, and cliffs. Cap it off with the brilliant blue of the open southwestern sky, and you have an outdoor paradise begging for exploration.

Each year, millions of visitors flock to Utah's "Grand Circle," five of the United States' most extraordinary national parks. Comprised of

Arches, Canyonlands, Capitol Reef, Bryce Canyon, and Zion National Parks, the preserves stretch east to west across the southern half of the state, providing one of the densest collections of postcard-worthy vistas in the country.

Each of the parks has unique, dramatic scenery, yet all are close enough together to be seen in few fun-filled and action-packed days. Here's a small slice of what to expect:

**ARCHES NATIONAL PARK**

Author Edward Abbey once described Arches as "the most beautiful place on earth." The park's namesakes—2,000 sandstone natural arches—are a deep red spectacle against their blue-sky backdrop. Delicate Arch Trail (3 mi.,

2 hr. round trip), leading to the oft-photographed and awe-inspiring arch, is the most popular hike.

**CANYONLANDS NATIONAL PARK**

The splendor of the high desert and the power of erosion are amply showcased by the craggy landscape of the Canyonlands. Carved through with rugged canyons, the park is known for its rough terrain and desolate beauty. Grand View Point Overlook, at the Island in the Sky District, provides a panoramic view of the mighty Colorado and Green Rivers. You can also leave civilization behind and visit the Needles District, which is geared more towards the serious backcountry adventure.

Photos courtesy of Utah Travel Council



### CAPITOL REEF NATIONAL PARK

Capitol Reef preserves the Waterpocket Fold, a large wrinkle in the earth's crust created nearly 65 million years ago. Known as the "Land of the Sleeping Rainbow," the park's colorful cliffs, domes, and rocky peaks loom overhead. Ancient petroglyphs, the remnants of Fruita, an early Mormon settlement, and Panorama Point are all to be found along Route 24 through the park. Park entrance is free.

### BRYCE CANYON NATIONAL PARK

The Grand Circle's most intricate beauty awaits at Bryce. The canyon brims with slender rock spires known as hoodoos. Under the early morning or late afternoon sun, the intricate formations become stone chameleons, melting from fiery orange to muted peach and near-translucent, glowing white. Inspiration Point is an exceptional vantage point, while the Queen's Garden Loop (3 mi., 2-3 hr.) is a stunning way to discover the canyon floor.

### ZION NATIONAL PARK

The soaring, red cliff walls of Zion contribute to its reputation as the "Grand Canyon going upwards." A hiker's paradise, the canyon's many trails often follow narrow ledges along sharp drop-offs, but are generally not overly



steep or challenging. The spectacular Zion-Mt. Carmel Highway winds through much of the park, but the heart of the canyon is accessible only by free shuttle bus in the summer.

With so many scenic wonders, your biggest problem will be deciding where to explore first. You may even decide to come back for ski season at nearby Brian Head Resort. Throughout southern Utah, Mother Nature aptly demonstrates her ability to fashion with intricate skill and paint with vast creativity. I just hope you're able to catch your breath.

### GETTING THERE

Salt Lake City has the nearest major airport and is a great place to rent a car and pick up anything you may need for your excursion. To avoid an airport car rental surcharge that hovers around 10%, renting downtown is the best option for those on a budget. From Salt Lake City, the parks are just a few hours' drive south. Don't limit yourself to the interstates. A well-



maintained system of state highways allows you to see some of Utah's most spectacular scenery from the comfort of your car. Route 128, near Moab, Route 12, across Grand Staircase-Escalante National Monument, and Route 95, through Glen Canyon, are among the most scenic in the nation.

### WHERE TO STAY

Summer is high tourist season, and available rooms can be scarce. Scorching daytime highs moderate when the sun goes down, making camping an excellent (and affordable) choice. Each of the parks has at least one clean, friendly campground; just make reservations or arrive early to make sure there is a space for you. Bitingly cold winters make indoor accommodations necessary in the low season. Thankfully, room prices drop along with the temperature. For more information, visit [www.utahnationalparks.com](http://www.utahnationalparks.com).

### WHAT TO BRING

Sturdy hiking shoes or boots, sunscreen, layers of clothing (temperatures change quickly in the desert!), camera, and a sense of adventure. **YM**

Katy Bartelma is a research writer for LET'S GO: USA ([www.lets-go.com](http://www.lets-go.com)). She is a 22-year-old senior at Harvard University and is majoring in history.

## "How Can I Build a Credit History?"

Dear YOUNG MONEY,

*I am a sophomore in college and have no credit, whatsoever. I am currently interested in applying for a student credit card. Please help at accomplishing my personal goal of establishing credit. Thank you.*

Brian

---

Dear Brian,

Before you consider applying for a credit card I want to make sure that you are employed, even if it's just part-time. Many people put the cart before the horse and apply for credit without having a way to repay the debts they incur.

Without regular income, I would not even think about applying for a credit card. It is important to establish a good credit record so take things slowly to lessen the chance of creating debt problems and getting negative marks on your credit report at an early age.

Let's start with some advice from the Federal Trade Commission when it comes to choosing a credit card. Start by reading what's "inside the box." The box referred to here is the legally mandated, important information that appears on the back of every credit card solicitation and application.

Credit Card marketers are required to place the information inside a box to highlight it to applicants. The information listed includes the interest rate, annual fee, grace period, default interest rates, and transaction fees for things such as cash advances or late payments. This is by no means the only information you should read when considering a credit card offer, but it is information you must understand.

When applying for credit cards, it's important to shop around. Fees, charges, interest rates and benefits can vary drastically among credit card issuers. And, in some cases, credit cards might seem like great deals until you read the fine print and disclosures. When you're trying to find the credit card that's right for you, look at the:

**Annual percentage rate (APR):** The APR is a measure of the cost of credit, expressed as a yearly interest rate. Usually, the lower the APR, the better for you. Be sure to check the fine print to see if your offer has a time limit. Your APR could be much higher after the initial limited offer expires.

**Grace period:** This is the length of time between the date of the credit card purchase and the date the company starts charging you interest. Some companies have eliminated grace periods, which means you could start paying interest literally from the minute you make a purchase. The longer the grace period, the better the deal is for consumers.

**Annual fees:** Many credit card issuers charge an annual fee for giving you credit, typically \$15 to \$55.

**Application or Approval fees:** This is a one-time fee that is immediately charged to your card upon approval. I've seen these fees go as high as \$250.

**Transaction fees and other charges:** Most creditors charge a fee if you don't make a payment on time. Other common credit card fees include those for cash advances and going beyond the credit limit. Some credit cards charge a flat fee every month, whether you use your card or not.

**Customer service:** Client service is something most people don't consider, or appreciate, until there's a problem. Look for a 24-hour toll-free telephone number.

Keep in mind that credit card interest rates and minimum monthly payments affect how long it will take to pay off your debt and how much you'll pay for your purchase over time.

Suppose when you're 19, you charge \$1,000 worth of clothes and CDs on a credit card with an 18 percent interest rate. If you pay \$20 every month, you'll be over 30 by the time you pay off the debt. You'll have paid an extra \$1,400 in interest. And that's if you never charge anything else on that card!

Best Regards,

Mike Schiano

Mike "The DebtBuster" Schiano is a nationally syndicated radio talk show host and book author. His show can be heard via the Web at [www.incharginradio.com](http://www.incharginradio.com). Send your personal finance questions to "Ask the DebtBuster" at [mike@mikeshow.com](mailto:mike@mikeshow.com)

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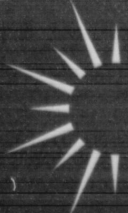
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# CAR-FREE



# CAREFREE

By Christina Uss, UCLA

**Think you can't live without your car on campus? Better think again.**

Young drivers know that the costs of driving can roll in from all directions, and they add up fast. Driving—and particularly parking—on urban campuses across the U.S. has become less of a luxury and more of an aggravation.

T.J. Flippin, a fourth-year student at the University of Chicago, finds his black SUV is parked more often than it gets driven.

"I actually don't drive to campus anymore unless I absolutely have to," says Flippin. "It's simply too much of a hassle to have a car in an urban setting like this. Now I leave it parked for long periods of time and simply bought a bike to get around."

## >>PARKING PROBLEMS

Colleges in Los Angeles, Philadelphia, Houston, Boston, and New York may have varied urban landscapes, but they share one thing in common: parking horror stories. Campus parking is in chronically short supply. Flippin asserts, "The absolute worst part about having a car on campus is the fact that you can't park it anywhere. The amount of time it takes to find a legitimate parking space usually ends up being larger than riding a bike or walking."

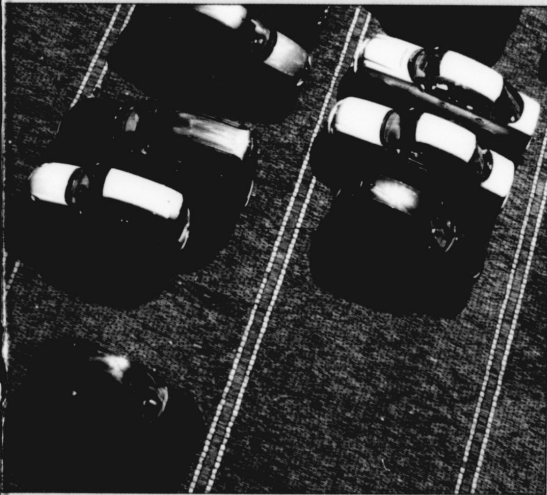
The problem may be worsening, but it certainly isn't new: California State University, Fullerton recently held a "Parking Nightmare" story contest, garnering responses from alumni who attended in the 1960s.

Even when campus parking is available, it comes with a price. Most colleges charge students ever-rising fees for parking permits

and demand frequently exceeds supply. At UCLA, student parking is assigned through a need-based point system. According to Renée A. Fortier, director of transportation services at UCLA, they have no problem filling all available spots: despite an annual cost of \$630, they received approximately 8,600 student parking applications for about 3,600 permits this year.

If you can find and afford parking, the costs don't stop there. The American Automobile Association (AAA) reports that the average cost of driving a new passenger car in 2004 is 56.2 cents per mile or \$8,431 per year, including the cost of depreciation, insurance, fuel, and routine maintenance. "That's more than my tuition!" exclaims UCLA senior and car owner John Cooper.

As if standard car maintenance costs weren't enough, Flippin points out, "My friend just



**COMPARING TRANSPORTATION COSTS**

Transportation Mode	Cost	How Far the Energy in a Slice of Pepperoni Pizza Will Get You
Bicycling	10 cents/mile	10 miles
Walking	Negligible	3.5 miles
Driving alone	56.2 cents/mile	100 feet

(Sources: League of American Bicyclists; AAA "Your Driving Costs," 2004)

**>>2004 PARKING FEES FOR SELECTED URBAN COLLEGES**

College and City	Parking Permit Fees
University of Chicago, Chicago	\$270-\$540 for 9 months
UCLA, Los Angeles	\$630 for 3 quarters
Boston University, Boston	\$935.94 for 2 semesters
Univ. of Pennsylvania, Philadelphia	\$1,092 for academic year
NYU, New York	No university parking facilities are offered. Overnight parking costs \$20-28/day, which could run over \$7,000 per academic year.



graduated after four years with literally \$10,000 worth of parking tickets. Add to this the frustration, the wear and tear on your vehicle from the climate, and constant bumping damage, the deflating of tires due to weather, and you realize that having a car is absolutely not worth it!"

**>>TRANSPORTATION OPTIONS**

The benefits of selecting alternative transportation are more appealing than enduring the high costs of car ownership. Before treating a car as a must-have essential, picture coasting up to class on a slick new bike or strolling in on comfy walking shoes, giving a cheery wave to frustrated classmates circling the campus parking lot for the ninth time.

Students who once saw a car as a necessity find real satisfaction in cycling or walking

instead, especially since getting around by bike or on foot means you needn't squeeze in daily treadmill time at the gym. Also, urban settings abound in affordable networks of public transportation such as bus and subway systems.

Boston University is lucky to have a branch of Boston's excellent subway system running right through campus. Webster J. Lancaster, Director of the Office of Parking Services, encourages all members of the community "to explore alternative methods of commuting to and from campus. By using public transportation, carpooling, vanpooling, bicycling, or walking, you can reduce commuting costs and have a positive impact on the environment."

He proudly reports that BU's students are getting the message: over 5,000 Boston

University students purchasing semester subway and bus passes, while less than 2% of the nearly 11,000 on-campus residents bring a vehicle.

Flippin is glad to leave the SUV behind and make his way through Chicago by bike, finding life on two wheels "consistently saves me money and time." Courtney Sustek of Sam Houston State University outside Houston started simply walking to class her senior year. "It turned out that I took less time to walk than it took to drive, find a spot and get to class," says Sustek.

How would she motivate fellow classmates to get out of their cars? "I encourage students to get the exercise and burn off some of the beer!" **YM**





## The gravy train is about to end.

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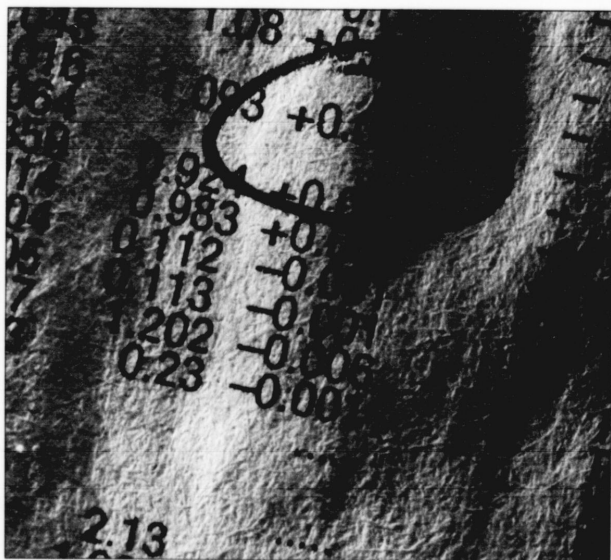
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## HOW TO CHOOSE A MUTUAL FUND

By Kelvin E. Boston, Host of Moneywise on PBS Television



If you've ever gotten together with friends and pooled the change you had among you to buy some fun food, beverages and maybe some music for that impromptu party, then you know a little something about mutual funds.

Alone, neither you nor your friends had enough money to have pulled it off. But by pooling your fractional dollars, each of you was able to create enough funds to invest in the goal of throwing a party at a price you could afford. You could say that the party was the investment goal. In return, you each became shareholders, owning a piece of the party and receiving dividends or a return on investment calculated as a good time.

Similarly, mutual funds allow people with limited resources to participate as investors in the financial markets. This cost-effective investment strategy is used not only by individuals who don't have enough money to invest on their own but institutions looking for steady returns on retirement and other employee benefit plans they provide.

### >>A POOL OF MONEY

In the financial market place, there are companies whose specialty is handling mutual funds portfolios. These investment managers use a pool of money contributed by shareholders to buy stocks, bonds, money markets and other securities that become a part of a portfolio.

In the party example, the securities would be the food, beverages and music or more accurately, the companies that make each of those products. The securities often are referred to as holdings or assets, and all of the holdings in the mutual fund combined are what comprise the portfolio.

In a mutual fund portfolio, the mix of securities generally is diversified, an attractive feature for many conservative or high risk-averse investors.

Typically, a diversified portfolio lowers the investment risk. You still can lose your money, but the risk of that happening is lower than with aggressive investments such as stocks or commodities.

For example, say the mutual fund you invest in has in its portfolio a spread of companies from the technology, pharmaceuticals and telecommunications sectors. If one of the companies or the entire sector has a really bad year, the impact on your investment would not be as great since you own only a fraction of the companies involved.

When you invest in a mutual fund, you are buying shares of numerous companies that amount to a small percentage of the fund's portfolio. These shares are a fractional representation of the entire mutual fund's diversified holdings.

If a few securities in the mutual fund lose value or become worthless, the loss may be offset by other securities that appreciate in value. Further diversification can be achieved by investing in a few different funds which represent different sectors or categories. This way the investor is not stuck with the risks associated with a specific industry or category.


### >>WHO'S WATCHING THE STORE

Professional money managers oversee the mutual funds portfolio and decide which securities to buy and sell based on the fund's investment objective. The objective may be a long term or short term growth or low or high risk.

The U.S. Security and Exchange Commission (SEC), the stock market governmental watchdog, provides an example. The price of a share at any time is called the fund's net asset value, or NAV. If you invest \$1,000 in a mutual fund with an NAV of \$24.75, you will receive 40.40 shares of that fund. When the value of the portfolio increases, so does the value of your investment. And so it goes, if the value of the fund decreases, your investment value similarly decreases.

With most mutual funds, buying and selling shares, and getting information can be done by telephone, mail, or online. The shareholder generally does not have to get involved in researching companies and buying and selling securities. Still, in order to make the best purchase decision, the investor needs to know what is in the portfolio in order to evaluate whether the fund will meet investment goals and risk needs.

Whether you use a broker or a financial manager, we experts always advise investors to read the prospectus carefully before investing in any mutual fund. Most funds have a minimum initial purchase and some are as low as \$1,000. You can buy some funds for as little as \$50 per month if you agree to invest a certain dollar amount each month or quarter.

A good way to get involved in mutual funds is to start or join an investment club. It is a great way to get to know how stocks work. An investment club is a mutual fund of sorts itself in that each member contributes a minimal amount each month toward the purchase of securities the individual otherwise could not obtain. Just like the party. 

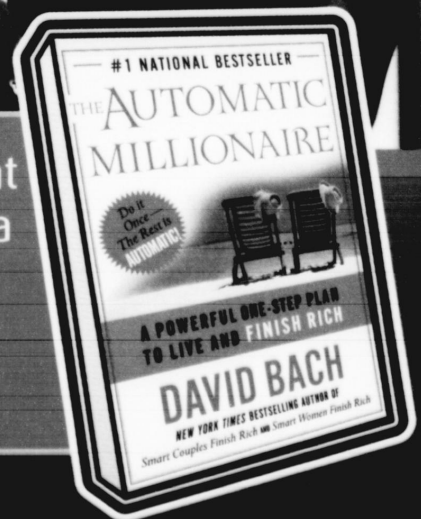
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## Stock Spotlight:

# CLOTHES SHOPPING

By Michael R. Abramowitz

Whether it's fad, fashion, or the latest hot trend, the retail industry is constantly evolving with the ever-changing style of the clothing industry. Clothes are obviously a must-have for everyone, but should they be on the shopping list for savvy investors?

Let's take a look at some clothing and retail stocks to see if you need to take inventory on clothiers or if you should forgo the sale. **TM**

### Jos. A. Bank Clothiers, Inc. (JOSB)

Price: **\$29.16**

**Snapshot:** Jos.'s fine men's clothes and casual wear are for sale in 263 mall and shop locations nationwide.

#### Pros:

Recent cyclical trend back to business attire in the workplace is a boon for Jos.'s premium men's clothes sales, which have jumped 15% year-over-year.

- Net earnings have also shined as smartly as a finely tailored man's suit, climbing 20% higher in the third quarter to 24 cents a share.

- Jos. also has uncovered a nice niche from the at-home ordering business, as online and catalog sales climbed 18% during the third quarter. Meanwhile, a recent agreement to sell its clothing line on QVC looks like a smart way to build a brand.

#### Cons:

- While overall sales have spiked, same store sales remain fit to be tied in a Windsor knot, rising a mere 0.4% during the third quarter.

- How long will the formal dress sweet spot last for Jos.? After all, when casual wear comes back in style in the workplace, dress clothes stores sales plummet. However, the company also boasts a successful line of casual clothes to cushion the blow.

- Will Jos.'s expansion and mass media marketing plans spend down the company's cash cushion too quickly?

### Hot Topic, Inc. (HOTT)

Price: **\$16.79**

**Snapshot:** There's nothing more fickle than the teenage shopper. Hot Topic was on fire last holiday season, but this year, tastes have changed yet again.

#### Pros:

- Appeals to a young diverse, music-oriented crowd between the ages of 12-22. In addition, Hot Topic's plus-sized themed Torrid stores prove that every model does not possess a 20" waist size. Teens have responded to the tune of \$639 million in annual sales.

- Company was on pace to earn as much as 92 cents a share for 2004, thanks to continued strong sales in two key divisions of its inventory: women's apparel and rock-band oriented tee shirts.

- Absolutely no debt to speak of—if other businesses were only so prudent in their spending as Hot Topic management has been.

#### Cons:

- The shopping public is starting to turn its nose at Hot Topic, as November same store sales plummeted 8%, causing fourth quarter forecasts to be lowered.

- While clothes sales have held up, accessory sales have plummeted year-over-year, leading to the earnings shortfall.

- Will Hot Topic follow the same here-today, gone-tomorrow path as so many other teen-oriented retailers have done throughout the years?

### Tommy Hilfiger (TOM)

Price: **\$10.39**

**Snapshot:** Tommy was once the "in" thing among kids, but the high-priced line of designer clothes has since fallen on hard times.

#### Pros:

- Trading at eight times earnings, Tommy Hilfiger is selling at a deeply discounted price of just over \$10 per share—45% off from its 52-week high of \$18.26.

- Company is undergoing a management overhaul as it tries to emerge from an ongoing accounting scandal. New management can clean house and start fresh with investors and the feds.

- Despite Tommy's recent woes, the company did earn \$1.58 per share.

#### Cons:

- A probe into Tommy's tax accounting practices has put a bad stitch in time for investors as they browsed the shelves of the holiday season.

- Delays in earnings reports during the second and third quarters of 2004 were not exactly tailor-made for a stock rebound.
- Tommy needs to clean house fast or it could be hard-pressed to market any more knit collared shirts.

- Company had to negotiate with its creditors to avoid a default on its loans, due to delays in earnings reports.

\* Price quotes are from January 17, 2005.

Michael Abramowitz is a freelance writer based in Florida. To avoid any conflict of interest, he does not currently own shares from any of the companies analyzed above.

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entertainment

**ABRA—**

**CADABRA**

By Susan Johnston, Boston University



## Craig Karges can read thoughts and melt spoons with his mind. Meet the Campus Entertainer of the Year.

While many 12-year-olds were playing catch or practicing piano, Craig Karges was perfecting his magic skills — pulling things out of boxes and making items disappear. A few years later, the West Virginia native began working alongside his uncle, Alain “Doc” DeLyle, combining psychology with intuition and stage magic into a show that would later pay Karges’ way through college.

“Entertainment’s all I’ve really ever done for a job,” explains Karges, “so when it came time to pick colleges, I chose Marshall University, which had a strong journalism program. Also, it’s in Huntington, which is West Virginia’s largest city, and I figured that was a good place to set up a market to do shows.”

While at Marshall, Karges devoted his spare time to networking and performing his act at local universities and other gigs. The broadcast journalism major had already made connections in Pittsburgh, near his hometown, so he started doing mailings, meeting people, and making connections in Huntington to broaden his audience base.

With his determination and business savvy, this self-made entertainer was “able to stay pretty busy and pay my way through.” After graduating in 1980, Karges received several job offers in broadcast journalism, which he ultimately turned down to pursue his act full-time.

“I was tempted to take the journalism jobs,” he said, “but if I did, I knew the entertainment would fall by the wayside. So I turned down

those two jobs and hit the road with my act. The first five years were a little bit shaky, but if you’re lucky enough to find your passion early, I think you should try to get involved in that career path as soon as possible.”

### THE MAGICAL MYSTERY TOUR

Nowadays, Karges maintains a busy performances schedule, including not only colleges but also casinos, corporate events, and performing arts centers. He’s performed more than 3,000 times, including appearances on three continents and in all 50 states. Despite his widespread success in numerous markets, the performer says he still enjoys playing to college crowds and reliving his early years on the campus circuit.



“Nothing beats a good college show when the energy is just right,” Karges explained. “I had a very good college experience, so I remember what that was like. I enjoy visiting campuses, and it gives me a thrill when someone appears later in my life who saw my show as a student.”

Traveling to different campuses means performing in a variety of venues: everything from sports arenas to a performing arts centers and, once, even a 1,500-seat circus tent. Karges promotes college shows by giving a sneak preview in dining halls the night of the event.

“Nothing beats a good college show when the energy is just right.”

“I’ll bend and melt cafeteria silverware,” he said, “then get blindfolded by students and while blindfolded, call off the serial number on a dollar bill someone hands me. It’s a good attention getting device and helps create buzz for the show.”

Kayla Murphy, a senior at Xavier University in Cincinnati, Ohio, has seen his campus show three times and said she’s “still in awe of his amazing talents.”

Among the talents that impressed her was his ability to read minds. She remembered, “one of my favorite parts of the show is when he calls out a random person from the audience who has previously written something on a piece of paper at their seat. He reveals to the audience what that person was thinking. One girl literally screamed because she was so surprised how he did it!”

### THE BIG FINISH

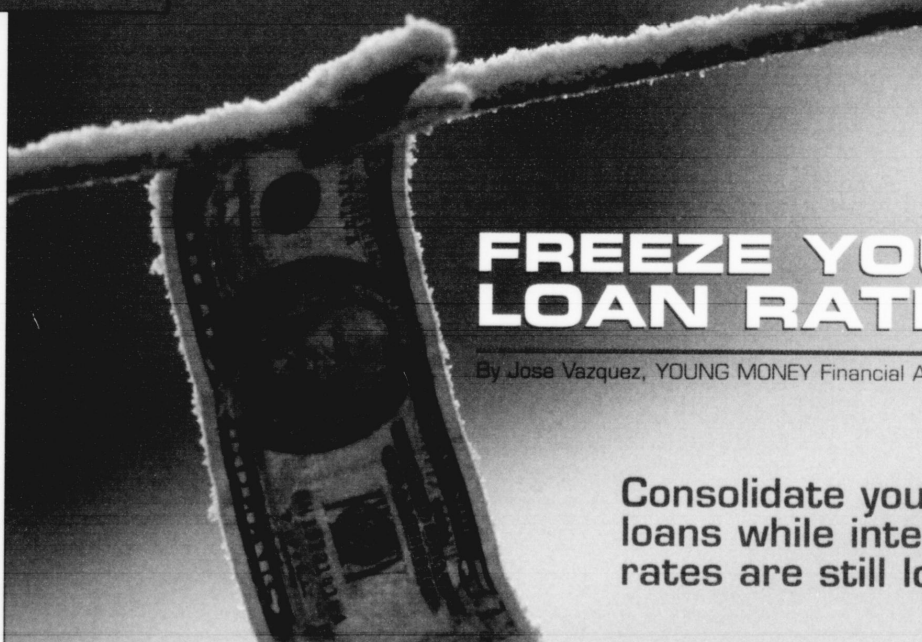
Karges’ 75-minute college show is so popular that he was voted Campus Activities magazine’s Entertainer of the Year four times. One of the feats which makes his show so memorable is the ending, when he risks his paycheck.

“My check is placed in one of three envelopes and an audience member mixes them and then shreds two of them on stage,” he explained. “If my check is destroyed, the client gets a free show.”

Always a showman, Karges boasts that he’s only lost four checks throughout his career. The most recent was two years ago at Wentworth Institute of Technology in Boston. He recalled that, “I hadn’t lost a check in 17 years and then... check number four was shredded onstage. Just when I thought it would never happen again!”

Even with his unusual talents and incredible drive to success, Karges believes he’s been lucky. He concluded, “we live in such a fantastic country, where if you’re fortunate enough to know what you really want to do, you can make a living at it.”

For more information, please visit [craigkarges.com](http://craigkarges.com).



# FREEZE YOUR LOAN RATES

By Jose Vazquez, YOUNG MONEY Financial Aid Columnist

**Consolidate your student loans while interest rates are still low.**

Every student in the U.S. has been hit with the news that student loan interest rates are the lowest they have ever been. Graduates have especially received more mailers, emails, and phone calls from consolidation companies than they care to remember.

Often, people are told that they must wait until they graduate to consolidate. However, students who choose to drop out of classes for various reasons often don't know that they too can consolidate. No matter what reason a student has for leaving school early, consolidation can help him down the line.

*Here are some of the advantages to consolidation.*

## >>OVERALL INTEREST SAVINGS

Over time, the loans you have taken out have been assigned different variable interest rates. Variable, is the key word here. While the loan you received may have offered 3.5% at first, the rate will climb as interest rates climb. If you have two or more of these loans, then you may have owed amounts at different rates that can rise or fall annually. Considering that interest rates have nowhere else to go but up, it's a safe bet that your debt will climb faster than it would if you consolidate.

By consolidating and staying on your 10-year payment plan, you can lock your interest at

today's rates and save some money over the long haul. Also, all of those loans that may have come from multiple banks can be a pain to deal with. Consolidating your loans means you deal with one company and one payment rather than several. In addition, you can receive added bonuses, such as interest rate and payment reductions if you pay on time over a period of months and/or have your monthly payment automatically withdrawn from a checking or savings account.

## >>YOU MIGHT RETURN TO SCHOOL

If you left school for financial, family, or career reasons, odds are you will want to return to college down the line. However if you fail to pay on your student loans while you are out of school, you can be kept from receiving any financial aid when you return. And if financial reasons were part of the reason you left school, digging a deeper hole will only make it harder to return. Your loan(s) will also become easier to manage and pay off. Once your loans are consolidated, you retain the right to apply for deferment or forbearance. In addition, you can take advantage of graduated and income sensitive repayment options.

## >>BECAUSE YOU CAN'T HIDE

While it may sound extreme, the truth is that you can't hide from student loans. School loans are completely immune to bankruptcy, and students who don't pay their bills face stiff penalties, such as poor credit ratings, IRS penalties, and garnishment of wages.

In addition, you will be unable to attain licenses in certain fields, and be excluded from some government contracts if you own a small business. Avoiding a student loan is no way to begin a life after college. If you do return and take out more loans, you will be able to consolidate again after graduation.

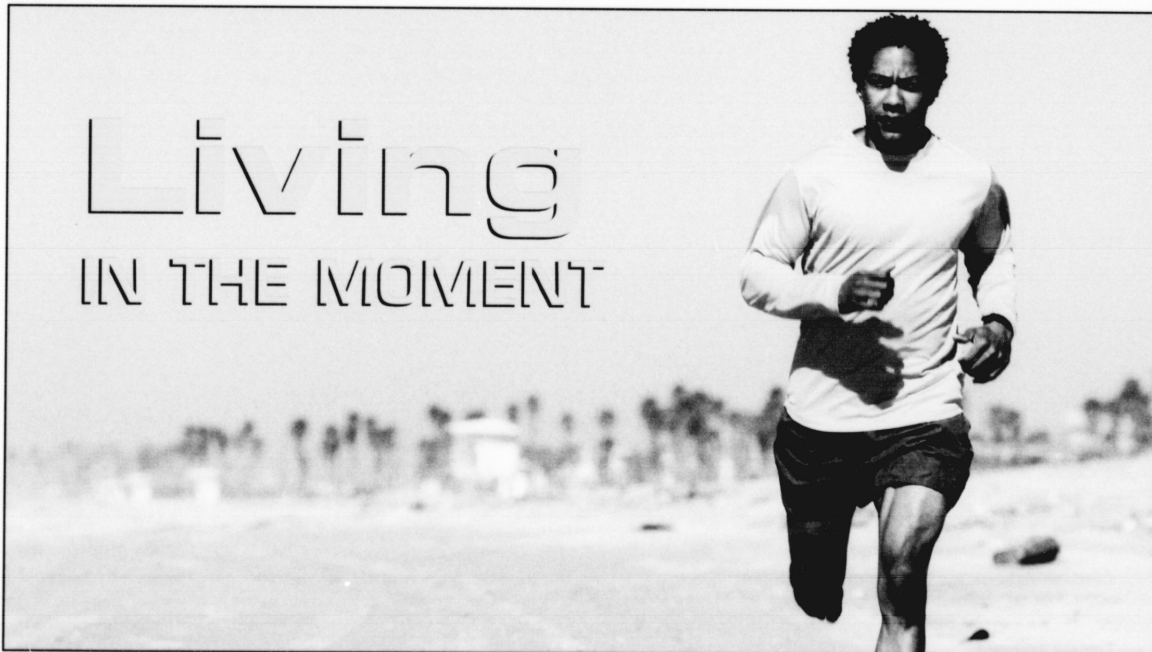
In the end, about half of the students coming out of college have actually graduated. It can be tough to stay in school financially, and hard to come back. However, by consolidating your loans and paying on them monthly, you will create one less barrier to coming back to school and keep your credit rating clean.

Regardless of your current situation, consolidating your college loans is a practical decision. Market trends indicate that student loan interest rates could double this year. This threat creates an urgency to consolidate your loans in order to reserve the current, low interest rate. For more information on student loan consolidation, contact American Collegiate Financial Services (ACFS) at (866) 291-0852 or visit ACFS on the Web at [www.OneStudentLoan.com](http://www.OneStudentLoan.com).



*Jose Vazquez is a graduate student in higher education and college student personnel at Southern Illinois University, and has been awarded more than 30 scholarships, amassing more than \$150,000 in aid to date. He is the author of the book "Free Cash For College: The Everyday Student's Guide To Financial Aid," available at [vazquezmedia.com](http://vazquezmedia.com). Vazquez is also a public speaker who gives seminars on financial aid and scholarship strategies for colleges and university groups, as well as student loan providers. He can be reached at [Scholarshipgma@youngmoney.com](mailto:Scholarshipgma@youngmoney.com).*

# Living IN THE MOMENT



By Sanyika Calloway Boyce, YOUNG MONEY Columnist

**For the six years of my life between the ages of 17 and 23 I spent much of my time looking forward to "the next big thing." It seemed like no matter where I was in life; there was always somewhere better to be.**

When I was in high school I couldn't wait to be in college, when I was in college I wanted to be in the corporate world. When I was single I wanted to be dating, when I was dating I wanted to be married. So when I finally "arrived" where I thought I wanted to be there seemed to be this empty feeling that came along with the "hurry up and wait" way that I'd lived my life.

I still have much to look forward to. But I also have much to take in, as I commit to experiencing every moment of life as it unfolds. We've become so conditioned to strive for the place that we want to be that we've lost the pleasure of basking in the moment and living it to the fullest.

Often, as a new year begins, we are pressured to make resolutions and commitments to improving some aspects of our lives. As noble and sometimes necessary as that may be, I would challenge you to approach this year slightly differently. My challenge is for you to live—not in grand fashion or for the big

wins—but in small and quiet moments of simple pleasures and silent victories.

Just about five years ago, a wildly popular song by Lee Ann Womack hit the airwaves, the title was simply, "I Hope You Dance" and the words captured the feelings of hope for a life that is what it could be when you have the courage to live the 24 hours that you're given to the fullest.

For me, the double chorus of the song was beautifully arranged and summed up all the meaning of living in the moment.

*"I hope you dance  
(Time is a wheel in constant motion)  
I hope you dance  
(Always rolling us along)  
I hope you dance  
(Tell me who wants to look back on their  
years and wonder)  
I hope you dance  
(Where those years have gone)"*

Sometimes, to make it where you want to go and to be content when you get there, you have to anticipate the journey as much as the destination.

Before taking life by the horns, take a moment and get real with the one person who really knows you best—you.

No matter the goals, whatever your path, here are five questions to ask yourself in 2005 as you strive to make the most of your life.

- What is one thing that I can do now that will make this moment count in my life in five years from now?
- What would it take for me to become my own biggest fan?
- How can I value who I am as I strive to become who I want to be?
- If this was the last year of my life, what would I want my life to say about me?
- What or who does my happiness depend on?

I wish for you all the best and look forward to sharing a year of tips, information, articles and even a few ideas that will help you reach higher, go further and dance to the beat of a year well spent and the life you've always imagined.

### Your life is now...get up and dance!



Sanyika Calloway Boyce is the author of four books. She travels nationwide to educate, empower, entertain and enlighten students about money, credit and debt. This former debt-strapped college student shares real and relevant money messages that young adults can relate to and understand.

Visit her online today at [www.collegestudentusa.com](http://www.collegestudentusa.com).

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By Dave ... YOUNG MONEY Techni...

**It is estimated that 50% of the data traffic on the Internet and more than 80% of the email going through Internet Service Providers (ISPs), corporate and college mail servers are unsolicited messages for products—spam.**

Techies started to call unsolicited and untargeted email spam due to an old Monty Python skit where the British jokesters repeated the word ad-nausea and even sang about it. It is a nice analogy for something that clogs our inboxes and wastes our time cleaning it up.

*There are three ways to get rid of spam using software or services:*

#### 1) ISP SPAM FILTERS

The easiest way is to filter it out through your Internet Service Provider, who can keep on top of spammers ever-changing tactics. Log onto your ISP's Web site user interface and look for their email settings. Turn on their spam filters and frequently check your filtered messages to see if mailing lists and friends who "Carbon Copy" or CC you on email have messages that end up in this box. If so, then add them to your "white list" which should let future messages from those email addresses come through.

Blacklisting software used by your Internet provider downloads a current list of known spammers domain names and compares messages received in your mailbox to these known bad guys. I do not like this method as some mailing lists that you legitimately subscribe to could be marked as spam because of overzealous programmers or people who have a vendetta against the mailing list owner. This could make you miss emails that you really intended to receive.

If you are an AOL user and do not want to change your screen and email name, then look for better filtering software by using the keywords "Marketing Preferences" to access an area of AOL where you can turn off electronic, email and even telephone messaging on your account. There are several methods that AOL can use to contact you, so make sure you click on all the pages to turn these annoying delivery options off.

#### 2) GOOGLE GMAIL

My favorite way to filter spam is to send all of my davenathews.com domain email to Google's Gmail service. Those boys at Google are software geniuses who have figured out how to look at a message and determine its

likelihood of being spam. They investigate the messages on a message-by-message basis and do not aggregate it like black-list software.

The algorithm learns quickly and only falsely sends legitimate messages to my spam folder occasionally. There is currently no fee for this service but getting a gmail.com address is not that easy since they are in a trial mode that requires you to be invited from a friend who is a member. Other web-based email providers such as Yahoo! and HotMail offer junk email protection, although my experience has shown that it does not work as well, but you can look for their filters and settings on those sites.

If you use POP email, which is typical for ISPs and college campuses, your best bet is to install a program that takes a "first look" at your email inbox while it is on the server, before your email client pulls it down to your computer. A favorite program that I have used is called G-Lock SpamCombat ([www.glocksoft.com](http://www.glocksoft.com)). This free program logs into your account and pulls messages from your email server then flags them as potential spam or good email.

#### 3) THIRD-PARTY SERVICES

My least favorite method of spam prevention is through third-party services, which send an email back to the sending party asking you to click on a link and authenticate yourself before they deliver the message to the intended recipient. This method will not work for "robots" that send you confirmation for airline tickets, hotels or even updates of your eBay auctions.

Since no method of spam prevention gives you 100% positive results, you will frequently need to check your filtered messages folder to ensure that email you actually want to read is not getting accidentally dumped in there. Finally, because of the cat and mouse game between spammers and those of us that filter it, occasionally a few spam messages get past the filters. Thankfully your delete key is a quick way to blast them, or look for a "Report Messages as Spam" or "Junk Mail" button in your email client.

It is going to be a long time before all spammers are stopped, but the first court cases are putting the biggest offenders away and charging them with huge fines. This will scare many spammers off but the small and nimble ones will persist for as long as email exists. **YM**

"Gadget Guy" Dave Mathews has been sending email since 300 baud modems ruled the world and remembers when the Internet was seen in black and white and had no spam. More of Dave's stories can be found on his website at [www.davemathews.com](http://www.davemathews.com).

## >> ARE YOU A SPAMMER?

Did you know that you could be a spammer, too? Don't reply to messages with just a "Thanks!" or "OK!" Nobody wants to waste time deleting those messages.

### STEPS TO ELIMINATE SPAM:

Don't sign up for free offers with your primary email address—use a secondary one you can cancel once it gets "clogged."

Do not post your real email address on a Web page—post a graphical image of it or spell out your address at your.domain dot com since "robots" can't collect those easily.

Look for junk filtering options from your web mail or Internet Provider.

Use a "Pre-popper" to delete your spam before your mail client even gets it—I recommend G-Lock's SpamCombat.

Try a mail client like Outlook that will provide junk filtering automatically.

Use the U.S. Post office "snail mail!" Just kidding. They have junk mail, too.

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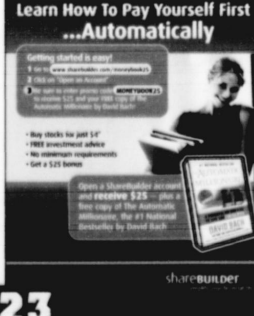
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### ■ Interest Rate Hikes—

Rates are expected to increase from 3.37% to 4.5% or higher by July 2005.

This rate hike will significantly increase your required monthly payment.

### ■ High Monthly Payments—

Consolidating your student loans lowers monthly payments by as much as 63%.

A short phone call to an American Collegiate Financial Services Loan Counselor will answer all of your questions. Find out about the Interest Rate Reduction programs ACFS has available to save you time and money.

Student Loan Consolidation is a **FREE** Federal program. You will not lose your rights of deferment and forbearance.

**Call now or visit us online!**

## Freedom is Here

Call a Loan Counselor at  
**866.291.0852**

or visit

[www.onestudentloan.com](http://www.onestudentloan.com)



American Collegiate Financial Services\*

**Your answer to student loan debt management**





# College degree + job = Nothing

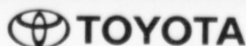
( Nothing down and nothing  
for 90 days on a new Toyota! )

Graduation is a big deal, and here's a bigger one – **the College Graduate Program.**

With our special **College Graduate Program**, we can help you get into a new Toyota with **no money down and no monthly payments for 90 days.\*** In fact, we'll kick in additional benefits such as:

- ⊖ **\$400 toward the purchase or lease of a new Toyota to qualifying graduates.\*\***
- ⊖ **Waived security deposit when leasing**
- ⊖ **Free roadside assistance for one year**

Ask a participating Toyota dealer about the College Graduate Program or go to [toyotafinancial.com](http://toyotafinancial.com) and look under Finance or Lease.



\* Toyota Financial Services College Graduate Program is available on approved credit to qualified customers leasing or financing the purchase of new untitled Toyota models through participating Toyota dealers and Toyota Financial Services. Some restrictions apply. Program may not be available in all states. First payment may be deferred for ninety days; finance charges accrue from contract date. Deferred payment not available in Pennsylvania.

\*\* Rebate offered by Toyota Motor Sales, U.S.A., Inc. Rebate will be applied on lease contracts, first toward the amounts due at lease signing or delivery, with any remainder to the capitalized cost reduction, and toward the down payment on finance contracts. Finance or lease contract must be dated between April 1, 2004 and March 31, 2005. Only available on new untitled Toyota models. College Graduate Rebate Program is subject to change or termination at any time.

See your participating Toyota dealer for details. Toyota Financial Services is a service mark of Toyota Motor Credit Corporation and Toyota Motor Insurance Services, Inc.