

# Community & College CAMPUS NEWS

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in the Northeast.

Volume 8, Issue 3  
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November 2013

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## Adjusting to life at your new college

Nathaniel Villano  
*Campus News*

Adjusting to your new life away at school can be very overwhelming whether you're a freshmen or transfer student. You're in a brand new environment and you don't know anybody. For some people this is a beautiful opportunity to make new friends and connections where as for others this can be a little frightening. If you already have friends from home that go to the same school as you that's great, but don't let that stop you from making new friends. The best thing you can do for yourself is to stray away from your comfort zone and immerse yourself in to new situations. Staying in your comfort zone will only make things worse for you. Going away to school is one of the best opportunities you can give to yourself.

Having a good roommate is one of the keys to getting accli-

ated to your new environment. Ideally you want a roommate that you get along with and someone you can bond with. Having a good roommate will make your transition to your new life that much easier. Life is going to put obstacles in your way, some days you might be stressed or maybe you're just getting out of a long-term relationship. Either way it's good to have someone to talk to and who bet-



ter than the person that you're living with. On the other hand if you end up with a roommate who is

your total opposite and you conflict with, you have two choices; you can stick it out for the year or take a gamble and make a request for a new roommate. If all else fails take a walk over to your Residential Assistant (RA) and see if they have any social events planned for your hall. Socials are

a great way to meet people in your hall especially if you are not getting along with your roommate; you can always just take a walk over to the next room and surround yourself with good people. Despite the reputation

continued on page 4

Your next stop, you  
will be on your own.  
Here's our advice.

## SUNY introduces two free textbooks

The State University of New York today announced that the system's first two Open SUNY Textbooks have hit the virtual bookshelves and are now available to English education majors and Introduction to Anthropology students - for free. Because the books are "open," they can be also accessed by anyone, world-wide.

Open SUNY Textbooks will be a critical component of Open SUNY, which will expand access to online courses offered within the 64-campus system, improving completion rates among students while also offering fully online degree opportunities. Open SUNY, which will be launched in early 2014, has the potential to be the world's largest, most comprehensive distance-learning environment.

"Open SUNY Textbooks will cut costs for our students while enhancing the quality of the textbooks used in some of SUNY's most popular electives and majors, while also allowing our faculty to reach a world-wide audience with their expert work," said SUNY Chancellor Nancy L. Zimpher. "This program an exciting first-look into what Open SUNY will accomplish."

"Digital textbooks are the future of the academic publishing world," said Carey Hatch, SUNY associate provost for academic technologies and information services. "The average college student nationally spends \$1,200 on textbooks per year, and Open SUNY Textbooks position us to cut those costs for our students while expanding their opportunities and options for completing their degree,

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# SUNY endorses free textbooks (cont.)

which is still the most effective way to save students money.”

The Open SUNY Textbook program will publish 15 books this fall on subjects such as Anthropology, Business, Computer Science, Education, English, Geological Sciences, Mathematics, Music Education, and Physics. Open SUNY Textbooks will be made available for download at [www.opensuny.org](http://www.opensuny.org).

The two books released this week are:

–“Literature, the Humanities and Humanity,” written by SUNY Fredonia Distinguished Teaching Professor Ted Steinberg, a professor at the college for more than 40 years. The book focuses on the reading and teaching of literature and will be used most frequently by English education majors.

– “Native Peoples of North America,” written by SUNY Potsdam Professor of Anthropology Dr. Susan Stebbins. The textbook is an introduction to the Native peoples of what are now the United States and Canada, focusing on presenting both historical and contemporary information from anthropological categories such as language, kinship, economic and political organization, religion and spirituality, and art.

“My profession has done a great job of taking literature away from people, of making it seem inaccessible. This is my answer to that,” said Dr. Steinberg. “As my career is winding down, I would like to give literature back, make people realize that they can read literature and enjoy it. I really believe in this project and the book.”

“Dr. Susan Stebbins is ahead of the curve on the kind of project that will support Open SUNY, help students by providing a more affordable higher education, and promote a better, more sustainable information environment for libraries, students, faculty and researchers, regardless of campus affiliation,” said SUNY Potsdam Director of Libraries Jenica P. Rogers.

Funded by the SUNY Innovative Instruction Technology Grant program, Open SUNY Textbooks is designed to encourage faculty to publish e-textbooks in partnership with their campus library. Participants in the program also include peer reviewers, student assessors, instructional designers, and consultation from the publisher, SUNY Press.

‘My profession has taken literature away from people. This is my answer to that.’

SUNY will look to expand the program year after year, adding more titles from more SUNY campuses, and beginning to develop interactive textbooks. A catalog of forthcoming Open SUNY Textbook titles is available

online.

“Studies have shown that students, at times, are not purchasing required textbooks, not registering for classes, and even dropping courses because of textbook costs,” said Cyril Oberlander, director of the SUNY Geneseo Milne Library and principal investigator of Open SUNY Textbooks. “SUNY Libraries are working with faculty to reduce costs to students, promote authorship, invest in readership, and support teaching and learning.”

These first two books are being released as part of Open Access Week, a global event now in its sixth year that aims to promote open access as the new norm in scholarship and research.

## CAMPUS NEWS

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# Ideas for giving back this Thanksgiving

**Darren Johnson**  
*Publisher*

There will come a moment in your life where you will transform from someone who mostly goes with the flow to someone who actually makes things happen.

For me, that started to happen when I was in college, and then started to become a habit as I started working in colleges.

And by saying “making things happen,” I mean actually your having a positive effect on people other than yourself and your immediate friends and family. How about helping people you do not know?

Maybe for you, that transformation has already happened. If not, maybe you could start now.

Before college, perhaps, you were herded along. High schools largely don’t seem all that inspirational. When I enter them, I feel sorry for the teachers in that they spend as much time corralling everyone and dealing with various types of politics vs. actually sharing their love of the subject matter.

Perhaps the types of jobs you have had also treat you like child. Maybe even your friends and relatives can be downers. It is easy to start to feel that you are fated to your lot in life as opposed to having control of your destiny.

But there comes a point when you — perhaps backed by some of the envelope-pushing ideas you may get in college — try something different. You start to do things in a way different than what your former teachers and bosses had told you. You do it your way.

And you realize that you can change things.

This is the month we give thanks. You will have a few days off from classes at the end of this month.

You could go with the flow. Eat turkey, watch the Lions and the Cowboys, go wrestling for the latest automated Elmo at a

Black Friday sale ... Or, you could decide to do something different.

When I was a sophomore in college, my journalism instructor gave us an assignment to do just that. He was pretty vague with what to do — just do it!

**‘You could eat turkey, watch the Cowboys, go wrestling for the latest automated Elmo at a Black Friday sale ... Or, you could decide to do something different.’**

*But will you still ‘like’ me tomorrow?*

If you don’t have one already, you should develop your own “social media policy,” and stick to it.

Here is mine:

On Facebook, I do not “friend” any current students or any current coworkers. Either group could bug me if they misconstrue my postings of Ramones lyrics, or if I post one of my rants about the state of journalism and the recent story about, say, McDonald’s ketchup.

They don’t need to know how my mind works.

After they move on (for students, to another college or to transfer; for coworkers, if they change jobs) or if I move on to a new location, then we can be virtual friends.

Interestingly, very few students I only knew through the classroom friend me, but many of the students I advised in clubs and via work study have sought me out. Likely I left a more lasting impression when I actually mentored as opposed to lectured to them.

Maybe that could be the model that saves higher education. Most colleges have a student to faculty ratio of about 20 to 1. Instead of having students take five courses with five different instructors, and instead of instructors teaching five courses with 100 different students, try this: Have each professor take on 20 students and they hang out together all semester on some big project that’s worth 15 credits. Wouldn’t you prefer

that?

In any case, on Twitter, I really have no rules. I don’t really “get” the Twitter experience, though I know the site is growing in popularity with students. It may soon surpass Facebook. I mostly just use Twitter to post into the nethersphere. It’s a tree falling in the woods with no one around. It’s just not my nature to “follow.”

On YouTube, I don’t post enough to need a personal social media policy. I haven’t yet gotten into Instagram.

The social media site I like the most is LinkedIn. They have posting boards and the profiles are fuller than Facebook.

LinkedIn is like Facebook, except everyone on LinkedIn has a job (or at least is looking) – so few of my relatives are there!

On LinkedIn, I will allow current students and colleagues to connect to me. Somehow, that site just seems more formal and professional.

You never hear about someone having an improper relationship or getting abducted or fired because of LinkedIn. In any case, get yourself accustomed to the various social media you use and realize each has its own audience. Some people also suggest you create a bland, second Facebook account with really safe posts – just in case a prospective employer may ever check up on you.

—DJ

So I went to a local Off Track Betting (OTB) on that Thanksgiving night. Surprisingly, there were people there. Lots of people who would otherwise be lonely, at least enjoying each other’s companionship while horses from far away ran on television sets. It made for an “A” story.

That spirit propels me to try to find different things to do in my area; hopefully sometimes I help people.

When I used to teach Freshman Composition, I’d give the students an assignment to “go someplace locally you have never gone before, bring a pad and a pen, and write about it using your senses.”

Every class, I’d hear a student say, “But I’ve been everywhere around here.”

Or so you think. I’d reply: “Have you been to that Indian restaurant out by the highway? Have you been to the cemetery by the church? Have you been to the car dealership? The creek? The geology building on this very campus?”

After a few questions, the student would realize he really hadn’t been anywhere — even locally. We all think we are connected to our areas, but we’re not at all.

So, this Thanksgiving break, pick a few hours to do something different.

Call the local nursing home. See if one of the residents would like to be visited. Maybe you could even take him out for a couple of hours. Learn his story. Most diners should be open. Grab your turkey there with your new friend and foot the bill.

Or get a few of your friends together

to make a really big Toys for Tots donation. See if you can stand outside a department store and ring a bell.

Call your local food pantry. A lot of these places are really being crunched, especially during the holidays. See what they need. Go in to your local grocery store and see if the manager will let you stand outside the store for a few hours. Decorate a box with a sign that reads, “Items collected will go to the [local pantry].” Bring your little sister. People can’t say no to kids. If people ask, let them know the specific items that they can buy in the store that the pantry needs. You’ll get a ton of food in a short time. Put it in your trunk and bring it to the pantry. Mission accomplished.

When I worked for Southampton College, the students had a really good idea one year. You know those vouchers that the grocery stores give out — spend \$75 or \$100 and get a free turkey? They worked a deal with the store manager to be able to collect those vouchers from people leaving the store who didn’t need them. They ended up scoring dozens of free turkeys to give to the local pantry.

You don’t have to go that far, but, really, with a phone call or two and a few hours of your time, you sure can do something big during this holiday break.

It’s easy. Don’t be shy. Get out there! Let me know what you did and how you did it, and I’ll give you an “A!” The email address is on the cover of this paper.

And thank you very much!

## Hello, New York ... and, now, New Jersey

Readers of Campus News at New York State community colleges already know about this paper. It has been in the Metro area for four years now.

For the past two years, we also have distributed to a bunch of campuses in New England.

Now, with this issue, we are officially venturing into New Jersey. For now, Campus News will alternate New England and New Jersey every other month, hitting mid-month, after the New York issue hits.

In some of our pitches now, we call this “America’s Favorite Community College Newspaper.” There isn’t another one like it anywhere. Maybe some day we will be the biggest college paper in the world, even factoring in four-year colleges.

The recipe is simple. We have college students, mostly, as writers. We are in regular contact. They get paid. When they graduate, we add more college writers. Some college faculty and staff also write.

The stories we run are a mix of current events and entertainment with at least a couple of stories per issue that could be described as “useful” – genuine advice aimed at college students.

It’s pretty much like any college paper, except we don’t have an office on the third floor of the fine arts building.

Distribution is the tricky part. We hit over 100 racks at 27 campuses now. Many of the racks we inherited from other papers that have gone out of busi-

ness. We may be the only print newspaper in America that is actually growing. Go figure.

Why do I organize this big effort? I have advised student papers before, have taught journalism and related courses and still do, and really think keeping student journalism alive is important – and the *print* newspaper experience is different than the online/blog experience most colleges are now favoring.

And doing a newspaper the way we do it, with writers all over the place emailing in stories, and us zapping the paper to a printer 100 miles away, is the modern way. Write to us any time with your pitches, comments, viewpoints, or just to say “hi.” The address: editor@campus-news.org.

—DJ





# Adjusting to a new college (cont. from cover)

the RA's have been given, they are not out to get you in to trouble. They are there to help you whether it is helping find a solution to a roommate situation or if you just need someone to talk to because you're having a bad day.

The next step to getting acclimated is to try and join a group. If hallway socials aren't your thing, then join a club. Clubs are a phenomenal way to meet people that have the same common interest as you. Most universities have clubs for anything that you might be interested in, whether it be different ethnicities or activities such as sports, art, math, you name it and most likely you can find it. If worse comes to worse and they don't have what you are looking for, try to start your own club. See if your graduating class has a social media page and make a post. If you're feeling audacious enough, go room to room and ask people if they would be interested in joining something that you've come up with and have

them sign a contact sheet with their name and email. Who knows you might just be the one to start a new trend at your school, but you won't know unless you try.

The next step is to start talking to people your classes. You're all being handed the same work, and the same tests so why not ask the person next to you

what they thought of the test or the previous nights homework? Don't be afraid, people don't bite and they might just be in the same boat as you. Exchange numbers with them, and try to get a study group going. If it's a class for your major, then you're really in luck because right there is a common interest that you all share. Especially if the professor is not an easy one, then having people you can talk to and collaborate with is a great way to bring yourself out of your shell and communicate.

If all of the above fail, then you can try and join a fraternity or sorority. If you plan on joining, you have to find out when "Rush Week" is. "Rush Week" is a really easy and fast way to get your name out there and to meet new people that may or may not have common interests as you. During this week the fraternities and sororities will talk to you throughout the parties and will weed out who they want to have pledge for them. If they decide they want you to pledge for

them, you will be handed a bid. A bid is essentially giving you spot in the fraternity or sorority, once they give it to you they can't take it back and at that point you're almost in the clear. A warning though: pledge week has been dubbed "Hell Week" for a reason. It's been put on this list last for a reason. Hazing and malicious



activity has been known to happen in many fraternities and sororities such as binge drinking, foul play and eating vile concoctions. As a pledge you are basically at their mercy until you are inducted into the group you have been pledging for. Before you rush make sure you know what you are getting yourself into. While they are a great way to make connections for potential jobs in the future, at the same time you are sacrificing a lot just to be able to wear those letters across your chest. Once you're in though the hazing ends and you will have people you can call you "Brother" or "Sister" for the rest of your life. Don't make joining a priority though; try and see if you can make friends on your own that have common interests as you besides wanting to go out and party

every night. With that being said, also keep in mind they are not free; you do have dues you have to pay and events that you might have to go out of your way to promote.

Just remember to be yourself no matter what and do what makes you happy. Staying in your shell and being a hermit is no way to spend your college years. Go out and express yourself. Expression of self is a beautiful thing and as long as you make yourself out going and do what brings you joy the pursuit of making friends will surely follow. Keep in mind there are a lot of people in the same boat, as you so don't fret. You will find your way. That is my promise to you.

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# George Takei stumps for marriage equality

**Gavin Stern**  
*Scripps Howard Foundation Wire*

It was a consequential week for gay rights, with Michigan and New Jersey moving toward allowing gay marriage through the judicial system. Victory in those states would increase the number of states allowing gay marriage to 16, along with the District of Colombia.

“Nationally, there’s this idea that we’re moving forward, like what happened in Michigan and New Jersey. But I don’t want to say it’s inevitable,” said Brant Miller, 27, a program associate for The DC Center for the LGBT Community.

George Takei, an openly gay actor best known for his role as Commander

in barbed wire,” Takei said, referring not to his sexual orientation but to his internment as a Japanese-American during World War II. He called the laws that prevent gay people from marrying “legalistic barbed wires with hard, sharp barbs of prejudice and ignorance.”

In Michigan, U.S. District Court Judge Bernard Friedman decided to allow a challenge to the Michigan Marriage Amendment, a voter referendum that passed in 2004. The Feb. 25 trial will determine if outlawing gay marriage serves a legitimate state interest.

Meanwhile, in New Jersey, the state Supreme Court voted to allow gay marriages to proceed while Gov. Chris Christie appeals a lower court decision. The Garden State previously permitted

civil unions, which the Republican governor supported. The New Jersey court also cited a lack of state interest in preventing the marriages from going forward.

Miller warned, though, that while marriage equality is a

major issue in the LGBT community today, it’s far from the only one.

“While marriage equality is something that many LGBT people want,



**‘I grew up as a child imprisoned in barbed wire ... with sharp barbs of prejudice and ignorance.’**

Sulu (later Captain) in Star Trek, spoke at the National Press Club Friday to advocate for marriage equality.

“I grew up as a child imprisoned

# Lessons learned after the debt-ceiling crisis

**Sean Bradley**  
*Scripps Howard Foundation Wire*

Sen. Majority Leader Harry Reid, D-Nev., and Minority Leader Mitch McConnell, R-Ky., announced last month that the debt limit crisis would be avoided.

Even though the U.S. has likely avoided another crisis, there are many lessons the country could learn from its own economic practices as well as other countries’ past problems when it comes to resolving future crises, a George Washington University economics professor said.

Scheherazade S. Rehman, a professor of international business and international affairs, said the U.S. needs to think long-term economically.

“Neither side has said where the country should be five or 10 years from now,” Rehman said.

The country could learn from Europe about cutting spending to reduce the budget deficit, or to use austerity measures, she said.

“Too much austerity would yield us no growth,” she said. “We have to do it systematically.”

In 2011, Greece faced its an economic crisis spurred by overspending, including an \$11 billion bill for the 2004 Olympic Games in Athens, incurring a large public debt.

Greece’s public debt as of 2012 is 156.9 percent of its Gross Domestic Product, third in the world after only to Zimbabwe and Japan.

The public debt of the U.S. is 72.5 percent of gross domestic product.

Argentina defaulted on its debt in 2001, costing more than 500,000 creditors more than \$81 billion.

Argentina’s gross domestic product dropped 20 percent between 1998 and 2002, unemployment reached 25 percent and people depositing money in banks lost all of their savings, a report on the crisis said.

U.S. Treasury Secretary Jack Lew, testifying before Congress last week, said the U.S. Department of the Treasury would have about \$50 billion in cash to pay its bills if country was to default and would have to choose how to use the money.


“If we have insufficient cash on hand, it would be impossible for the United States of America to meet all of its obligations, including Social Security and Medicare benefits, payments to our military and veterans and contracts with private suppliers for the first time in our history,” Lew said.

Central Michigan University economics Professor Paul Natke said the debt problem is a political crisis and not an economic one. He said Lew has more options than he described.

“He’s playing the political game,” Natke said. “He’s trying to get sides to move and get a resolution done. I don’t think he’s underestimating what the possible outcome could be, I’m just suggesting I don’t see it happening.”

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# Expert: Federal gov't needs to get with the times

Jessica C. Wray  
*Scripps Howard Foundation Wire*

General Services Administrator Dan Tangherlini said recently federal agencies need to update their technology to match what those who use the government's services use at home.

Tangherlini, who has been with the GSA for almost a year and a half, was the keynote speaker at the University of Maryland Robert H. Smith School of Business digital forum – an event designed to examine digital innovation in the federal government.

He said it's important to keep information technology up to date because people assume the government has the capability to do whatever they can do at home.

"They have an expectation in ability to be able to communicate, relate and do business with the federal government in a way they do now in the commercial marketplace, which is always on, always available," he said.

Asked about the problems with the new health-care insurance enrollment website and inter-agency information sharing, Tangherlini said that if a company makes an error, it can take a step back and work it out. Only its customers will pay attention. But the government has millions of customers, and a mistake is front-page news.

"To some extent, it is that very, very, very high risk premium that I think in many ways forces us to be super afraid of taking risk," he said. "So how do we create an environment where there's an opportunity to take risk, where you're not going to get killed if it doesn't work out?"

Unlike the private sector, he said, "Many of our deadlines are statutory deadlines. So we can't delay a rollout.

Internet.  
"It's a change, frankly, that needs to begin to happen within the federal government," he said.

He said the government needs to make data and information available to its own employees so they can be more mobile, allowing them to work from wherever there is a wireless connection.

The GSA is the office manager for all federal agencies. It provides environmental programs, manages government properties, helps preserve historic sites and helps agencies install and use new systems and programs.

He said one move the GSA made during Superstorm Sandy last year was to push all social media notifications from other government agencies into one news feed.

The GSA has created a website, challenge.gov, that posts a problem or challenge for the public, scientific, digital and research communities to solve. The agency gives contracts to the winners.

Other speakers were Robert Groat, executive vice president and chief technology officer of Smartronix; Max Peterson, with Amazon web services; Derek Collison, founder and chief executive officer of the digital company Apcera, and Paul Krein with Deloitte Consulting.



Paul Groat, Max Peterson and Derek Collison. Photo by author.

## The failed launch of the health-care enrollment site, for example.

We have to do it by law."

Tangherlini talked about how the transformation of the marketplace – in which people receive goods and services – has drastically evolved in the past few years.

For example, he said the way people watch movies at home has changed. Five years ago a person would drive to the nearest Blockbuster, pick out a movie and drive home. Now, millions of people use Netflix and receive a movie in the mail or stream a show or film from the

Krein said it's important for the federal government to find a balance between risk and caution – putting more emphasis on how new technology can be more productive, streamline costs and make the federal agencies more efficient.

But it's not just about introducing new technology, Collison said, but also creating pathways for outsourcing – allowing other companies to help the government solve its tech problems – much like challenge.gov.

## Upcoming Issues:

 Dec: Gift Guide



Feb: Campus Presidents

In upcoming issues, we will print our annual gift guide with ideas for college students for the holidays and interview campus presidents for Presidents Month.

Nominate subjects by email: [editor@campus-news.org](mailto:editor@campus-news.org).

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# A look at Jeff Bezos and his ‘Everything Store’

**Sihan Zhang**  
*Scripps Howard Foundation Wire*

There have been many great Google books, Apple books and Facebook books. But no one had told the Amazon story well, mainly because of the company’s secrecy, according to the author whose new book attempts to overcome that problem.

Bloomberg Businessweek senior writer Brad Stone has written a book about Amazon, “The Everything Store: Jeff Bezos and the Age of Amazon.” He spoke about the book Thursday at

## Starting a business with three people in a garage and bringing it to 90,000 employees in 19 years.

Politics & Prose, a Washington bookstore.

Stone has covered Amazon and technology in Silicon Valley for more than 14 years. He interviewed Bezos for some of his stories, but not for this book. Instead, he talked to members of Bezos’ family and hundreds of former and current Amazon employees.

“I’ve interviewed him perhaps a dozen times over the past 10 years. And when I told him I was doing the book, the first thing he said, and it was revealing, was: ‘It’s too early for a reflective look at Amazon’s history,’ “ Stone said.

Stone said Bezos’ answer was “frankly astonishing” to him. Starting a business with three people in a garage and bringing it to 90,000 employees in 19 years, Bezos changed the way people shop, the way some people read

and the way a lot of businesses are run. Today, Amazon is a company with \$75 billion in annual revenue and a \$140 billion market value.

Bezos is the 12th richest person in the U.S., with a fortune estimated at \$27.2 billion, according to Forbes.

Stone said one of Bezos’ true talents is “managing his calendar and magnifying his impact.”

He owns a space company, Blue Origin, that is developing technologies to enable private human access to space. He is a philanthropist through his Bezos Family Foundation. He has a capital firm, Bezos Expedition, invested in Twitter and a clock project in Texas that is capable of telling time accurately for the next 10,000 years.

And he just bought the Washington Post.

Bezos laid out his philosophy in his first letter to shareholders, penned in 1997, in which he wrote, “It’s all about the long term.”

In the book, Stone chronicles how Amazon became an “innovative, disruptive and often polarizing technology powerhouse.”

“They don’t just want to be the reading device. They don’t just want to have the store. They want to have all boxes on the chess board,” Stone said.

That includes home grocery delivery, Stone said.

It’s a fledgling business that Bezos is hoping to grow. Bezos’s solution has been to avoid the existing networks of FedEx, UPS and the U.S. Postal Service and create his own: AmazonFresh, currently on trial in Seattle and Los Angeles. The company serves not only as retailer but also as a same-day home-delivery service for other grocery

and prepared food sellers.

The owners of Politics & Prose, Bradley Graham and Lissa Muscatine, described Bezos as “a Washington outsider with no newspaper experience who plans to continue living in Seattle” in a newsletter called “Mr. Bezos Goes to Washington (DC).”

The letter was released Aug.7, two days after the sale of the Washington Post to Bezos was announced.

“I feel like I am passing out bacon appetizers at a Jewish wedding,” Stone said at the book discussion.

Most bookstores have been watching as readers have migrated to one-click book buying online for hardbacks and ebooks. Graham and Muscatine, a married couple who both worked for the Post, bought the store from the original owners and have added new programs, including tours. It has a loyal customer base and sponsors hundreds of book events each year.

In the letter, Graham and Musca-

tine welcomed Bezos to town, but also criticized him.

“The company also has engaged in questionable practices such as selling below cost to gain market share and evading the collection of sales taxes. It also has sought to bully smaller companies that have resisted its terms, and it has been criticized for poor workplace conditions in the United States and abroad,” they wrote in the letter.

Stone holds an optimistic view about the future of the Post. He said Bezos could, for example, use AmazonFresh to distribute the newspaper, which would be important to the cost-conscious media industry.

Stone said as readers are distracted by the Twitterization of the world, the old model is not working well and the physical product will go away.

“That change is inevitable,” Stone said, “I imagine we will see a lot of experimentation and innovation.”



**Brad Stone.** *Photo by author.*

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# It's getting cold out – how to dress for winter

**Marie Frankson**  
*Campus News*

Living in the Northeast, we all know about the ridiculously cold weather and snow drifts. However, not everyone realizes that you don't have to dress like an Eskimo to stay warm in the Northeast; you can stay warm and look fashionable, and here are some tips to do that.

## **Invest in a classic and stylish coat**

Your coat is the most important part of your winter wardrobe, so invest in a coat that has a classic silhouette, is stylish, and is, most importantly, warm. I recommend a wool pea coat, for both guys and girls. When looking at a pea coat, you may be fooled by how thin it is, but wool is super warm and a good coat will last for years. You can get a great pea coat from Old Navy for \$25 to \$50 and they come in a variety of colors.

## **Accessorize!**

Accessories can pull any outfit together, even outerwear. Cute gloves, colorful scarves, and trendy hats will keep you warm and fashionable. I have three scarves that I wear all the time in the late fall throughout the early spring. One is a plaid scarf my aunt got me from Lord & Taylor last Christmas, another is a purple infinity scarf my godmother made me for a combined Christmas/birthday gift, and the third is a plain black infinity scarf I bought from Forever 21 with my first paycheck. The point of this point is that you can turn an outfit from boring to fab (and stay toasty warm) with some weather-appropriate ac-

cessories. of boots are my Uggs I've had since high school (I got them as a gift from the same aunt who got me the Lord & Taylor scarf) and a faux leather knee-high pair another aunt got me from MakeMeChic.com for Christmas. Both pairs keep my feet warm, and the faux-leather pair looks like motorcycle boots, and who doesn't love motorcycle boots?

## **Layers, layers, layers!**

As a native of the Adirondack Mountain region, I know how important it is to layer to stay warm in the winter. As important as outerwear is, you need clothes under that to stay warm as well. For me, sweaters are a must in fall and winter. I can wear them with a blouse underneath and a skirt to dress them up or with jeans for a casual look.

Ladies, let's face it, sometimes there are situations where you have to wear skirts in winter and there are ways to do that so your legs don't freeze. Firstly, a black knee-length skirt will never go out of style no matter what season it is. Secondly, black tights will keep your legs warm and help make your hips and thighs look slimmer. Thirdly, a pair of black dressy knee-length boots will tie the look together.

## **Add color**

Winter can be gray and dreary with white snow as far as the eye can see, but don't let that get you down. Infuse color into your wardrobe by wearing bright colored sweaters, hats, scarves, gloves, etc., to give an otherwise dreary wardrobe a pop of color.

## **Winterize your summer clothes**

Sometimes you just want to wear your adorable summer clothes in winter, but how

can you do that? By adding a few key pieces, of course. You can take a pretty summer dress into winter by adding leggings, a cardigan, and boots, for example.

## **Invest in camisoles and leggings**

Camisoles are kind of like undershirts but for women and are a great way to add



an extra layer of warmth without making the outfit look bulky. Invest in a cotton camisole or two; cotton will keep you warm in winter and is light-weight enough to wear under a blouse in the spring.

For those of you who don't want to wear underwear, invest in leggings. Leggings can be thin but under jeans they'll keep your legs warm. Just put on the leggings, pull up your warm socks over them, and put on your jeans. There's no bulk and your legs will stay warm all day long.

## **Snow boots**

I know I already made a point about wearing boots, but I thought this needed its own point, and is the last point because it is really important.

In the Northeast, you will need a good pair of snow boots, especially a pair that is lined and waterproof. When January hits,

even Ugg boots won't be warm enough (and who would be treading snow in them anyway? Calf skin gets ruined in water). Get a pair of snow boots with treads; with icy campus sidewalks this is non-negotiable. Snow boots can be expensive but a good pair will last for years. I've had the same pair of Kamik snow boots for almost ten years now and they never fail to keep my feet warm and dry in the winter.

These were some tips I have from dressing warmly, yet stylishly, in the winter. Don't be like Jon Snow and "know nothing" when it comes to keeping warm this winter. Stay warm this winter and beware the White Walkers with these tips. I hope these tips are beneficial to you readers out there.

leagues and students she inspired, the College hosted a gathering on October 24. RCC's Performing Arts department and Campus Players shared theater, music, poetry and personal reflections to celebrate her life.

Libby served as a Professor of English and Chair of Humanities at RCC, and along with the late Professor Sam Draper co-founded the renowned M/TS Honors Program. Throughout her career she was awarded many honors including a SUNY Chancellor's Award (1974), Woman of the Year by the American Association of University Women (1998), and induction into Hunter College's Alumni Hall of Fame. She earned her BA from Hunter and MA from the University of Chicago. Libby Bay was the wife of the late Dr. Morris Bay, and she is survived by two daughters and two grandsons.

## **I'm addicted to boots.** **I own about a dozen pairs** **and I wear them all.'**

cessories.

## **Wear fabulous boots**

I'm addicted to boots. I own about a dozen pairs and I wear them all. I'm one of those people whose feet are ALWAYS cold, so a good pair of boots (or two...or ten) is a must for fall and winter. For winter, I love knee-high boots. My favorite [air

# Rockland CC News

he economy of the Lower Hudson Valley will get a major boost with a \$1.5 million expansion of Rockland Community College's Haverstraw Center to include services to promote advanced manufacturing, business and employment. It will feature 3D printing in a "proof-of-concept" sandbox environment and an array of support services for businesses and job seekers.

Numerous organizations will offer business creation and development services, including: finance, marketing, IT, sales, human resources, volunteers and more. They include: iCAN, SBDC, SCORE, RCC and RSVP. Employment support will be offered through RCC Career Services and Academic Advisement and the WIB.

The renovated, 9,000+ square foot area will include six new classrooms/training rooms; 4 CAD workstations with Solid Works software; three 3D printers and a 3D laser scanner; and a science/wet lab.

The project has been funded and supported by: Ginsburg Development Corp.; IDA; CGAM – Center for Global Advanced Manufacturing; SUNY 20:20; SUNY Works; TAACCCT II and Rockland Community College.

## **Remembering Libby**

Rockland Community College recently held a celebration of the life and beloved memory of Professor Libby Bay, who passed away this August. With great appreciation for the enormous contributions she made to RCC and the col-

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# It's 'New to You!' on Netflix: 'Client 9'

Darren Johnson  
Campus News

Welcome back to another semester of "It's New to You!," my column devoted to finding hidden gems on Netflix that may be a bit older, but, because you have likely never seen them before, they are "new to you!"

New to Netflix is "Client 9." If I were a political science professor, especially in New York State, I'd assign this documentary. Sure, it may be about 20 minutes too long, and a lot of its content may be too fresh in our memories, but it still is a pretty succinct look at how power works.

"Client 9" refers to the name investigators gave to Eliot Spitzer, the former "luv guy," who rose from an Attorney General who busted corruption on Wall Street, to a governor who was eventually charged with patronizing prostitutes and bringing them across state lines, making it a federal case.

Very quickly, the enemies he would make — former Senate majority leader Joe Bruno and former director of the New York Stock Exchange Ken Langone — would bring him down in an act of mutually-assured destruction.

It's too bad, a viewer may feel, as Spitzer comes across as an otherwise good guy in this documentary. The possibilities! He could have been President, perhaps. Director Alex Gibney has access to all of the major players and gets them all to be candid. These A-types, in the end, all got what they deserved.

## Also on Netflix...

Another season of "Louie," the Louie CK comedy series, has been posted, and it is star-studded. See an excellent performance by Parker Posey as Louie's weird love interest in a two-parter. See Robin Williams join the comedian at a strip club. See Jay Leno and Jerry Seinfeld in a three-parter where Louie is trying to get a late-night TV hosting gig. But the most memorable episode from this recent season is one where Louie has to babysit a kid whose mother had never told him no. At one point, Louie has to bust into the bathroom to find that the boy had defecated in the bathtub.

Nowhere in the history of television has that ever happened. And that's what makes this show so addicting. The viewer just doesn't know what bizarre thing is going to happen next.

I also got into "Revolution" for awhile on Netflix. The NBC near-future sci-fi show has a couple of seasons posted there.

It's set about 15 years after a major event that disabled anything electronic in the world. That premise is good, but the series just descends into a series of sword fights and unlikeable characters. It's hard to find a true good guy.

But the early episodes are watchable, almost addicting, and I hear that the current season on NBC has been "rebooted," so maybe it is worth one more try.



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# Celebrities’ humble beginnings in TV ads

**Kristina Bostley**  
*Campus News*

Long before these celebrities appeared on the big screen, strutted their stuff on red carpets, accepted dazzlingly shiny awards, and became household names, they struggled to make themselves a mere blip on the Hollywood radar. In fact, some of the most famous A-listers out there got their start on the small screen. What was meant to be a short 15 seconds of fame lasted years, in some cases decades. Though they may believe these short clips landed on the Island of Forgotten Commercials, some rigorous digging has turned up some real gems from years past.

Years prior to becoming the superstar he is today, **Brad Pitt** – born William Bradley Pitt – once starred in a Pringles commercial. The father of six and very significant half of Brangelina was once very distressed over his car breaking down, but three gorgeous gals came to the rescue with a can of Pringles. And once he popped, he couldn’t stop – appearing on screen, that is. After Brad’s 1989 Pringles commercial, he went on to star in a steamy 1991 Levi’s commercial, which featured the straight-as-an-arrow Brad getting out of jail, minus his jeans. Once again, a girl came to his rescue, bringing him another pair of Levi’s and the chance to show off his romance in front of a guard. Of course, Brad has gone on to flaunt his many romances – both on-screen and off – around Holly-

wood since then.

**Ben Affleck** and his buddy Matt Damon might have scored big with their 1997 drama Good Will Hunting, but it was on a Burger King commercial that Ben first thought he might score big. When Ben receives a well-timed call on his car phone, he spins the wrong phone number mishap into an opportunity to hand-deliver Burger King to the doorstep of a beautiful girl. Too bad his father called to interrupt just as she answered the door! After a few independent films and the success of “Good Will Hunting” tucked under his belt, Ben received many more calls to star in movies such as “Dogma,” “Armageddon” and “Argo.” These days, Ben has been hanging out behind the camera, directing movies such as “The Town” and “Argo.”

While the careers of **Bruce Willis** and **Sharon Stone** have taken very different paths, they intertwined while starring in a commercial for Seagram’s Wine Coolers. The bald-headed bad guy had a

continued on next page



See screenshots and  
videos of these actors’  
debuts



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(continued)

full head of hair and a set of pick-up lines to match in this 1987 commercial. Sharon Stone sits down and can't decide on a drink when Bruce intervenes, both trying to seduce her and urge her to try the new wine coolers. She obliges and sips on the drink while making it clear his chances are slim to none. Bruce Willis had better luck picking up roles in blockbuster movies, such as the "Die Hard" series, "Pulp Fiction," and "The Sixth Sense." Sharon Stone moved on from Bruce and didn't look back; instead, she was cast to play in movies such as "Total Recall" opposite Arnold Schwarzenegger and "Basic Instinct" with Michael Douglas.

Long before **Leonardo DiCaprio** burst onto the hottest Hollywood red carpets, he popped his way into a 1988 commercial for Bubble Yum. Comparing the power of Bubble Yum to a giant speaker, the young and wild-haired Leo touts the long-lasting gum to his audience. It's his career that's proved to be long lasting, beginning on family sitcom "Growing Pains" before he grew up and into roles in movies such as "Titanic," "Catch Me If You Can," "The Departed," "Blood Diamond" and "The Great Gatsby." The actor, who won a Golden Globe for his role in the Aviator and has several other nominations to his name, has spent a great deal of time and money in his philanthropic efforts. Recently, Leo donated \$61,000 during the GLAAD Awards in April 2013 – on top of the million he donated to the World Wildlife Fund in 2010.

**Demi Moore** showed great taste when choosing a Diet Coke from her fridge, but it all goes out the window when it – and she – wanders onto the ledge of a seemingly very tall apartment building, falling right into the chair of a gentleman who is coincidentally also drinking the same beverage. Though she had a soap opera ("General Hospital") and a movie ("St. Elmo's Fire") already added to her resume before this 1988 superbowl commercial, her career certainly took off after it aired. Her unquenchable thirst for acting roles led her to star in movies such as "Ghost," for which she earned a Golden Globe nomination, "Indecent Proposal," earning an MTV moon man for best kiss, and "Striptease," for which she became the highest paid actress for her role in the movie.

**Channing Tatum** channeled his inner Vin Diesel during this 2002 Mountain Dew commercial. The scatterbrained heart-throb forgets his Mountain Dew on top of a car outside a convenience store and races back in epic fashion to grab it out of the hands of a man who tried stealing the abandoned soft drink. Channing Tatum soon traded in his driving skills for dancing shoes for his role in "Step Up," where he met his now-wife, Jenna Dewan-Tatum. Channing has graced the silver screen ever since, starring in everything from romantic comedies ("Dear John," "The Vow") to action thrillers ("GI Joe") to comedies ("Magic Mike"). Most recently, he's played the role of dad for new daughter, Everly, born in May 2013.

**Morgan Freeman** is hard to recog-

nize underneath that bright yellow construction hat, but his unique voice confirms his identity in this 1973 Listerine commercial. He explains to his friend just how well Listerine works – and for a man whose trademark voice has become so utterly discernible, he must have taken very good care of the mouth from which it comes. The 76-year-old actor didn't begin his career in the entertainment industry; Morgan graduated from high school and turned down a scholarship to Jackson State University to join the US Air Force. After leaving his flying career, his acting career took off. He started off on stage, both Broadway and off-Broadway, before getting his big break in

Campus News has gathered a list of the biggest celebrities' most embarrassing debuts. See our site.

Robert Redford's movie Brubaker in 1980. Since then, he's gone on to star in classics including "The Shawshank Redemption," "Seven," "Million Dollar Baby," and narrates faster than we can keep a tally.

Nine-year-old **Mila Kunis** first landed a commercial alongside Glitter Hair Barbie in 1993. She and her blonde-haired friend marvel over Barbie's newest fashion accessory, glittery hair, made possible by combing a special gel into Barbie's – and their own – long locks. Five years

later, the Ukranian-born actress settled into her role as Jackie Burkhart on "That '70s Show," which aired for eight seasons. Mila has also provided the voice of Meg on animated comedy "Family Guy," currently in its 13th season. She made the jump from the small screen to the big screen in 2008, starring in "Forgetting Sarah Marshall," and (with the exception of "Family Guy") has stayed there even since. Mila has even garnered a Golden Globe nomination for her role in the dark 2010 drama "Black Swan," also starring Natalie Portman.

**John Travolta** pulled off a double feature on TV in the mid-1970s. First, he starred in an Army commercial, publicizing the importance of showing American pride by joining the Armed Forces while bringing to light some of the benefits of joining the army. Two years later, John's smiling face graced the television again, as #46 on a team that smilingly sang their way through a Safeguard commercial. The road to stardom was anything but slippery for John, singing and dancing his way onto the Broadway stage for "Grease," landing a role on television show "Welcome Back, Kotter," and starring in "Saturday Night Fever" and "Grease" (the movie). The New Jerseyan has starred on the silver screen, playing a range of characters including a hit man in "Pulp Fiction," an FBI agent in "Face/Off," a firefighter in "Ladder 49," and Bolt in Disney's animated movie "Bolt."

The next time you think about fast-forwarding through the commercials, you might want to think twice. You may spot the next up-and-comer advertising a bar of soap, dog treats, or allergy medication!

'Professor for a Day' program at NCC brings in the fancy cars and their marketers

On Thursday, September 26, Nassau Community College marketing students were treated to a very unusual learning experience.

Courtesy of Ferrari-Maserati of Long Island (headquartered in Plainview), "Guest Professors" Laura Lee Fisher, Events Director, and her associate Flavio Gauna arrived on campus in a red Ferrari and white Maserati.

After a 40-minute lecture titled "The Art of Marketing Luxury Automobiles," students were invited for a photo op to take videos and pictures to share with friends on social media.

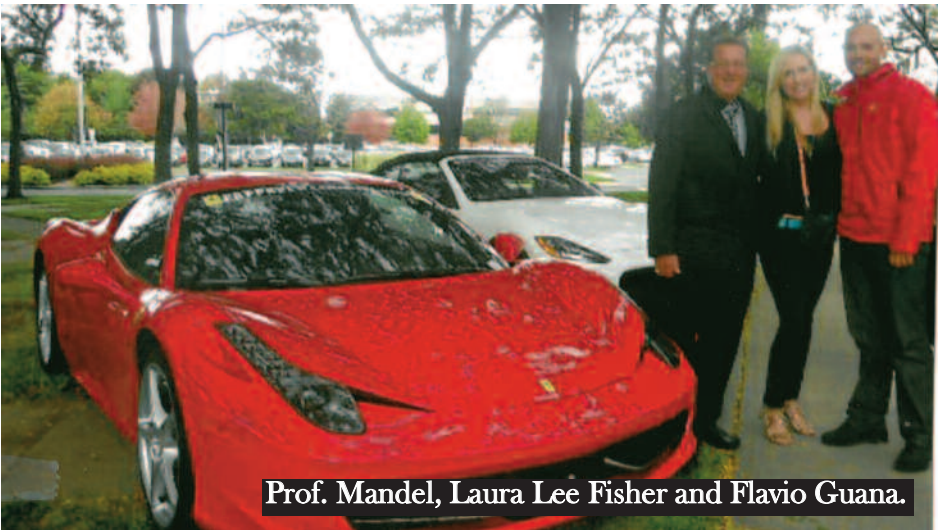
According to Professor Jack Mandel, "This event transformed textbook theory into a very real and exciting learning experience. I'm sure this day will

long be remembered by students."

The Nassau Community College "Guest Professor for a Day" program was instituted by Professor Mandel in 1980. Scores of business, media and sports professionals have spoken to students.

Previous guest professors have included Charles Wang, owner of the New York Islanders; Linda McMahon, CEO of World Wrestling Entertainment; Brandom Steiner of Steiner Sports Collectibles; Don Vultaggio, Chairman of Arizona Beverages; and Frank Boulton, CEO of the Long Island Ducks minor league baseball team, to name a few.

Professor Mandel teaches marketing at Nassau Community College in Garden



Prof. Mandel, Laura Lee Fisher and Flavio Guana.



City, NY. He is the recipient of the prestigious Outstanding Teacher Award conferred by the NYS Association of Two-Year Colleges. He is also a "Best of Long Island Winner" for in the Teaching category from the Long Island Press.





# Key to the future is young entrepreneurs

Nick Prete  
*Scripps Howard Foundation Wire*

When it comes to lobster fishing, what usually comes to mind is a strong fishy smell, dirty clothes, rolling waves, cold temperatures and almost Canadian accents. But for Kyle Murdock it's about suits – about four times a year.

Murdock, 24, dropped out of school and started his own business, Sea Hag Seafood in St. George, Maine. Because of his entrepreneurial spirit and his choice to employ ex-cons, he had to wear a suit on a recent Monday to accept his award as one of the Hitachi Foundation's 2013 Young Entrepreneurs.

Coming from a family of lobster harvesters, "It runs in my blood," Murdock said.

Despite that, he went to college planning on a career in military technology. Then, a crash in the lobster market

reeled him back in to the family industry. His father operates a fishing boat, but he saw an opportunity in processing.

With very little business experience, other than his self-proclaimed "wildly successful" lemonade stand, he purchased the closed down Great Eastern Mussel Farm plant in March 2011 and dropped out of Worcester Polytechnic Institute in Worcester, Mass., during his senior year.

"It never actually bothered me," Murdock said about the decision to drop out before getting his degree in physics with a minor in differential math. "I took a corporate accounting class freshman year, and it turned out to be the only useful class I took in college."

Parents may cringe at the thought of their child dropping out of college, and with good reason, because it could mean missing out on more \$10,000 per year in annual income according to the National Center for Education Statistics.

Scott Gerber, founder of Young Entrepreneur Council, a networking group for young professionals, said that the parents of today's young adults faced a different world.

"A lot of young people are going to have to make some very different decisions than their parents did," Gerber said. "Am I going to climb up the imaginary corporate ladder, or am I going to try a level of self-employment?"

Unemployment numbers went down in September to 7.2 percent from 7.3 percent in August, according to a report from the Bureau of Labor Statistics.

Young people, ages 16 to 19, however, have an unemployment rate of 21.4 percent.

"The more that we can get entrepreneurship engrained into the youth culture, the

more likely it is that they'll be better off in the long run," Gerber said. "They'll have more opportunity and a better livelihood as a result of better understanding their options."

According to a 2005 study by the Bureau of Labor Statistics, people are twice as likely to be self employed at age 42 than they were at age 22.

Brandy Bertram, Executive Director of Youthbiz, an organization that helps young people through entrepreneurship, said the U.S. needs to change that.

"How do we push our communities, our cities, our lawmakers to make owning a business as a young person easier and more commonplace?" Bertram asked. "The best and fastest way to teach a young person entrepreneurship is to put the money and the power in their hands. I feel like there aren't enough of those opportunities."

**'It is easier to start a business than ever before with the Internet.'**



Takashi Hatchoji and Kyle Murdock. *Photo by author.*

Another one of the Hitachi Foundation's 2013 Young Entrepreneurs, Kaben Smallwood, 28, faced difficulties in finding opportunities to get his company off the ground.

"We knew nobody would give us money unless we proved the concept," Smallwood said.

Symbiotic Aquaponic, which Smallwood runs with his brother and a friend, ended up finding reprieve in a grant from the Choctaw Nation. That startup capital allowed him to prove his company's concept and, in turn, get the \$40,000 grant and professional mentor from the Hitachi Foundation.

Gerber said young people who want to become entrepreneurs don't all need grants or organizations to start a small business.

"It's easier to start a business than ever before," Gerber said. "A young person today with only a little bit of money in their pocket can, thanks to the Internet, be on the same playing field as the vast majority of companies in the world."

Sea Hag Seafood, Murdock's company, opened in August, 2011. Murdock raised capital through private investment,

a grant from the United States Department of Agriculture for creating jobs in rural areas, a grant for being energy efficient, tax credits and tax incentives.

"All of these came together into one big pot to help us attract investors and to finance the whole project," Murdock said.

In an interview with Bangor Daily News, he said, "It's tough to convince a bank to loan a 23-year-old with no credit history \$2 million. Most gave me a sideways look."

He acknowledged that he would have preferred to have finished college before starting his business. But his advice to young entrepreneurs is not to give up.

"It's nothing but sacrifices. Be prepared to give it everything. If you don't put your company first you're not going to make it."

The other 2013 Hitachi Foundation Young Entrepreneurs are Vineet Singal, who founded Anjna Patient Education in San Francisco; Ted Gonder, who founded Moneythink in Chicago; Emily Doubilet and Jessica Holsey, who funded Susty Party in Brooklyn, N.Y., and Kaben Smallwood's partners, Shelby Smallwood and Keith Scott.

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# Toyota urges industry to double hybrid number

**Gavin Stern**  
*Scripps Howard Foundation Wire*

Take the number of hybrids on the road – and double it.

That’s what “father of the Prius” and Toyota Chairman Takeshi Uchiyamada challenged the auto industry to do at the Economic Club of Washington last month. Uchiyamada, who spoke through a translator, led the team of engineers that designed the world’s best-selling hybrid car 20 years ago.

“I am personally very proud that hybrid vehicles have achieved this kind of popularity, and deeply grateful to our customers who supported it,” Uchiyamada said.

Toyota has sold 5 million hybrid cars around the world since the Prius was introduced in 1997.

Toyota and General Motors are nearly tied in vehicles sales. Toyota has sold 2,117,459 cars and trucks worldwide through August, and GM has sold 1,930,264. It’s been a rough few years for Toyota, which was rocked by the 2008 financial crisis, a costly recall in 2010 and a major earthquake in 2011.

“The Prius has become the most important vehicle for our future,” Uchiyamada said. “Some people say

hybrid vehicles such as the Prius are only a bridge to the future. But we think it could be a very long bridge and a very sturdy one.”

American automakers are racing to build their own.

“Toyota has really owned this market for over a decade now and has such a strong brand image,” Amanda Zusman, an electrification communications manager at Ford, said. “But at the same time, we have great products for customers who are looking for an alternative in the hybrid marketplace.”

Zusman said that Ford owned less than 2 percent in the hybrid market last year, with 35,719 domestic sales. This year, Ford boasts half a dozen hybrid models, including those that can run solely on electric power. Ford sold 61,306 hybrids through August and captured the No. 2 spot in U.S. hybrid sales.

“What really differentiates us is that we have this full lineup that customers can choose which one of those offerings fits into their lifestyle. We’re not pigeonholing anyone into one electric vehicle offering,” Zusman said.

Jin Wang, an associate professor of electrical and computer engineering at Ohio State University, said the technology for pure electric cars is “almost there,” but the problem is a lack of infrastructure, such as quick charging stations for the batteries. Wang is affiliated with OSU’s Center for Automotive Research.

“Most people who are working in this field agree that hybrid is a bridge between pure gasoline and pure electric,” he said.

In the near future, Wang estimated

a market split 50/50 between hybrid cars and pure electric vehicles.

“GM and Ford put a lot of money into batteries,” Wang said. “There will be very rapid development in the next few years because these guys are smart. They finally made up their mind to push this direction. It will be there.”

Dan Flores, an advanced technology spokesman for General Motors, said GM hopes to sell 500,000 electrified cars globally by 2017, with an ultimate goal of eliminating the company’s reliance on petroleum fuels.

“Electrified” includes gas vehicles with an electric assist motor to improve efficiency.

But getting rid of gasoline is still a long way off. So far, GM has sold 50,000 vehicles in the U.S. with hybrid technology, even though its flagship Chevy Volt captured the No. 1 spot on Consumer Reports’ vehicle satisfaction survey.

“The internal combustion engine is going to be the key propulsion technology for us and every other automaker for years to come – but we are committed to developing advanced propulsion technology,” Flores said. “The electrification of vehicles is a journey that’s just begun. We’re on the journey.”

Automakers will need to offer more fuel-efficient options to comply with tightening efficiency standards.

Under new regulations by the Department of Transportation and the Environmental Protection Agency, the average fuel efficiency for each automaker must increase to least 35.5mpg by 2016 and to 55.4mpg by 2025. A family that buys a new car in 2025 is estimated to save \$8,200 in total fuel costs over the lifetime of the vehicle, compared to a car built in 2010.

But even a car that gets 55.4 mpg may not save enough money to cover the increased cost of hybrid technology. The least-expensive hybrids retail for about \$25,000 with federal tax credits, about \$10,000 more than a comparable small car.

Anna Stefanopoulou, a professor of mechanical engineering and director of the Automotive Research Center at the University of Michigan, said most customers don’t do the math on the cost savings of driving a hybrid.

“They want to come even in



the amount of money that they pay upfront in about three years,” Stefanopoulou said, but it actually takes nine years to make that money back.

Stefanopoulou said gas prices in the United States are too low for hybrid fuel savings to quickly translate into monetary savings. The average price for a gallon of gas in the United States was \$3.37 last week, according to the U.S. Energy Information Administration, compared with approximately \$7.65 per gallon in the European Union.

Hybrids are less popular in Europe because of a reliance on diesel fuel, which is more energy efficient than standard gasoline.

Stefanopoulou said a better route to reducing gas use might be a tweak to the fuel blend used in American gas pumps. The standard is a mixture called E10: A blend of 10 percent ethanol (an alcohol derived from plants such as corn) with 90 percent gasoline. An engineering study by Ford and AVL, an Austrian consulting group, showed that increasing the ethanol content to 30 percent (E30)

would be more efficient.

Non-hybrid cars could run on E30 or regular gasoline, although they would need a tune up to achieve increased fuel efficiency. Manufacturers could then build car engines designed specifically to use E30, while also retaining the ability to run on E10 in a pinch.

“It’s like getting a premium-octane fuel without the cost associated with the refining to get that fuel,” Stefanopoulou said.

Using ethanol as fuel is controversial, however, because it is produced from corn and using it for fuel may raise food prices.

No matter the fuel used, cost is still a major barrier to adopting hybrid

## Perhaps American fuel pumps could be tweaked to a 30% ethanol mix.

or electrified cars. “With any new tech, there’s always challenge to bringing the cost down, and you can make it available to more customers. We really pride ourselves on improving the whole business,” Flores said. “We’re building the best product we’ve ever built in the history of the company.”





# In uncertain times, how to create a future that counts

David L. Podos  
Mohawk Valley CC

**Authors note:** *At the time of this writing our government is in shutdown, and may be facing default if the debt ceiling is not raised.*

I have seen enough of my students this past week coming to me with questions like, hey Mr. Podos how long do you think the government shutdown will last or do you think our congress will actually vote to not raise the debt limit. I have seen the stress and anxiety on their faces that they cannot hide, it seems indelible like the tattoos some of them have, and it just won't come off. I find myself being as honest as possible basically saying I don't know. Of course that's the kind of questions you would expect your students to ask for the most part if they are taking your economics class. Though my answer is vague and despite the fact that it's probably not comforting to them, at least I am trying to be honest. I don't know. To be sure there have been plenty of lectures of mine were I have drilled down pretty deep on everything from corrupt lobbyists, livable wage arguments, to an anemic economic recovery to name just a few, and many of those lectures seem more like a scenario of biblical financial and moral Armageddon, so I am trying to ease of the gas pedal so to speak, at least for a little while. I think to myself that these kids need a break. With all that's going on now with this shut down mess, they have enough crap to deal with in their lives.

Besides there are so many things students have to absorb and put up with today, so much more than when I was in a college classroom. No wonder

## Students want their life to matter. Nine out of 10 think about the future several times a week. They desire a life of purpose.

everyone seems stressed to the max. I mean just remembering the ever growing laundry list of passwords would be enough to put me in an anxiety state for days, and of course wondering if I can find gainful employment after graduation, should I further my education (student loan debt is now greater than all our personal credit card debt), keeping up with the latest technology (learning curves as well as costs), as well as a government that is so dysfunctional. It's enough to drive you crazy, sending your fears and concerns on fire — which apparently is happening to too many of our students.

On the blog site GrowingLeaders.com, author and President Tim Elmore has some interesting (yet quite disturbing) research he recently conducted regarding fears and concerns of college students today. Following is his list (in abbreviated form) with some of my own comments below them.

- Students are concerned that they need to grow up faster while facing the biggest disadvantages of their

generation. Many finish college just to return home to live with their parents, the boomerang affect.

Unemployment rates are still historically high (particularly for generation Y), an overall lackluster economic recovery, crime rates increasing, government meltdown, who can blame them returning home for some respite?

- They are not happy with the direction of the country. 62% of gen Y believes that the country is heading in the wrong direction. They are concerned about the corruption in Washington as well as the corruption on Wall Street. How hard is it for any of us and I would say even harder for our youth to see the people that supposedly represent us pontificate about morals and values and doing the right thing etc....only to find out that many of them are actually breaking every rule and moral code they profess?

- In some ways they are at odds with their own beliefs and values. They are struggling with their spirituality, and while faith is important to them, organized religion is a turn off.

- They don't see the world in black and white right or wrong. Most think that littering is absolutely wrong, however only half of those same students say it's absolutely wrong to exaggerate on a resume or not to declare all of one's income on an IRS form.

- Their career plans involve one big break instead of steadily plodding up the ladder. The idea of paying your dues is unappealing to them.

I would think that this alone is the cause of a great deal of a student's anxieties and fears. If you keep holding out for that one big break, well good luck, particularly in this economic environment! Realize that you have to earn

your place just like all of us had to. Moving up the career ladder one rung at a

time is not a bad thing. It's how we learn and what we learn that takes us to the next rung in the ladder. As we continually invest in ourselves we become more of an asset to future employers, and as we climb that ladder we will face difficulties; and each time we do, if we are smart and patient, we overcome those difficulties; we become more resilient, more self confident. Experience is a great teacher — don't rush it.

- They want their life to count. Nine out of ten think about the future several times a week. They desire a life of purpose.

I also thought it would be interesting to take a step back and see how things are in other countries. To be sure America does not hold the gold standard for being the unhappiest and most anxiety producing country in the world, nor does it hold the gold medal for being the happiest country in the world. Actually according to a United Nations survey of the "happy factor", no I am not making this up, which looks at a number of metrics such as,



freedom, corruption, generosity, social support, life expectancy, GDP (gross domestic product) per capita, and other social elements of each country, staff writer Helen Collis reports that American people ranked the 17th happiest population in the world out of 156 countries. Doesn't sound too bad right? Until you read on. It was the Scandinavian countries that really kicked our butts. Out of the top 20 "happiest countries," Iceland was number 9, Finland number 7, Sweden, number 5, Netherlands number 4, Switzerland number 3, Norway number 2, and drum roll please. ... Denmark comes in as numero uno! Huh??? So what is happening up there in the frozen tundra that ranks these countries so high? Just why are they so happy????? Perhaps a quick review of what is called the Scandinavian Model will give us some clues. Here it is in abbreviated context.

From the "Casual Truth" author Alexandra Jannetto reports the following.

- The government is responsible for all welfare, or social services. This includes: Free universal health care, free education to the end of university completion (including free living assistance to all students). Ensuring a high minimum standard of living for all its citizens.

- Priority in the protection of socially excluded and vulnerable citizens such as the elderly, the disabled, and the poor.

- People are more highly skilled and better placed in the workforce due to free health care and education.

- Paid maternity leave is generous and affordable childcare services are provided.

Now all these services have to be paid for and they are through their unique tax structure. In Denmark the top personal income tax rate is 63 %, Sweden, 59%, and Norway, it is 47%. The corporate tax rates however are similar or lower than those in other countries to encourage business.

Obviously there are critics of this

model. According to Ms. Jannetto's research, some say that such high taxation restricts individual freedom and the opportunity to become wealthy. Other criticisms include the belief that this model could not work in societies with large populations. Nevertheless, Jannettos article concludes that the Scandinavian Model continues to prosper and serve its people well; and while at times they still face the same social and economic problems as other countries, the scale is always less severe.

All societies face problems, and as far as I know there is no utopian, perfect, stress free, fear free, trouble free, place on this Earth — well maybe Bali comes in as close to that model as possible. Some time ago I read that for the most part Bali citizens seem to be quite happy and content; in fact their greatest wish is to reincarnate and come back as a Bali citizen. How's that for contentment!

So what does this mean. That we all move to Bali and believe in reincarnation? Well, of course not. What it does mean is this; here in the good ole USA we need to look at how other people are "doing it." We are not always right, nor do we always have the "right" answers. By collaborating ideas, thoughts, and dreams, and seeking innovative and fair-minded ways to find answers to age old and modern troubles and social problems, along with an understanding that there is no place to hide, for in a global society the thread of humanity touches all of us, what we do here affects people thousands of miles away, and vice versa. So, change can be scary, and sometimes it takes enormous courage to change and realize that perhaps there is a better way of doing "stuff." I think it's high time to find that courage and move that train forward for all of us.

*David L. Podos is an adjunct instructor for the Center for Social Sciences, Business and Information Sciences at MVCC.*



# Park Service under fire for closures during shutdown

**Andrés Rodríguez**  
*Scripps Howard Foundation Wire*

The National Park Service defended its decision to close hundreds of parks during the government shutdown, after coming under fire last month from House Republicans who called the service's actions "disgusting and despicable."

National Park Service Director Jonathan Jarvis said at a hearing before the House Natural Resources and Oversight and Government Reform committees that the agency closed the parks because of safety and security concerns brought about by a limited staff, not for political reasons. He took full responsibility for the decision to close the nation's 401 parks, Oct. 1 the day the government shut down because Congress had not passed a budget.

"Turning away visitors is not our culture or our DNA," Jarvis said. "With very few employees available, we are endeavoring to fulfill our mission the best that we can."

Rep. John Duncan, R-Tenn., said the shutdown has shown that the National Park Service is overstaffed. The Great Smoky Mountains National Park, part of which is in Duncan's district, reopened Wednesday after North Carolina and Tennessee agreed to pay for operations through Sunday.

"Thousands have visited the World War II Memorial and other monuments in spite of the barricades. Hundreds of thousands could safely and comfortably visit the Smokies and other national parks," Duncan said. "These barricades and closures were obviously done to try to make the shutdown as unpopular as possible, as inconvenient as possible and not because it's actually necessary."

Jarvis said 20,000 park employees were furloughed Oct. 1, while 3,000 employees were exempted to respond to threats on human life and to protect property. In Washington, about a dozen of 300 employees remained on duty to monitor the monuments and memorials on the National Mall.

Duncan commended Blount County,

Tenn., Mayor Ed Mitchell for his efforts to reopen the Smokies with county funds and said the state has come up with more than enough money to fund the park.

Jarvis said states could be reimbursed for those costs if Congress authorizes it.

Arizona, Utah, Colorado, New York and South Dakota have made similar arrangements to fund their national parks, including the Grand Canyon, the Statue of Liberty, Mount Rushmore and Rocky Mountain National Park.

"This is a practical and temporary solution that will lessen the pain for some businesses and communities," Jarvis said.

He added that, although the states might be reimbursed, surrounding communities and businesses that benefit from park visitors will not recover.

The National Tourism Association estimates \$114 million in tourism losses during the first week of the shutdown. Additionally, 91 percent of NTA members reported canceled and postponed tours, Lisa Simon NTA president, said at the hearing.

Rep. Peter DeFazio, D-Ore., was among the Democratic committee members who stood behind the National Park Service's decision.

Addressing Republicans, he said, "When you decided to shut down the government over two weeks ago, did you forget that the National Park system, which includes memorials, is part of the government? No, you knew that, but you apparently forgot the eco-

nomie impact our iconic parks in gateway communities."

To emphasize his point, he pulled out a framed mirror and turned it toward the

committee.

"Let me show you who's responsible, who's responsible for shutting down the National Parks."

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## RCC Professor Named No. 1

For the last three decades, Elaine Padilla, PhD, Professor of Social Sciences, has entered classrooms at Rockland Community College bringing an energy and excitement that ignites students with enthusiasm for learning and the confidence to succeed. Dr. Padilla was recently recognized with the top award given by the Association of Community College Trustees, the organization of Board of Trustees members from community colleges throughout the nation. As this year's recipient of ACCT's (Northeast) Regional Award for Excellence in Faculty, Dr. Padilla was selected from the nation's five regional winners for this highest honor, the William H. Meardy Faculty Member Award. The award is named for ACCT's founding executive director, who championed faculty excellence as the foundation of success for the community college movement.

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# What was Watergate? Forty years later, the ‘Saturday Night Massacre’ revisited

Jessica Wray  
*Scripps Howard Foundation Wire*

Nearly 40 years later, the story of the Watergate scandal and President Richard Nixon’s push to fire the special prosecutor in the “Saturday Night Massacre” continues to capture audiences.

Key figures in the Oct. 20, 1973, Saturday Night Massacre talked about the tense political climate in the months leading up to the president’s resignation recently at the National Press Club.

The Saturday Night Massacre is the term describing the night Nixon had Special Prosecutor Archibald Cox fired – he was the man charged with investigating the events behind the Watergate burglary and cover up – and the resignation of both Attorney General Elliot Richardson and his deputy, William French Smith.

Bob Woodward, who was one of the reporters at The Washington Post who broke the Watergate story, described the damaging effects of the scandal and the uncertainty of the American people about the institution of government with each shocking move by Nixon.

“It was all about Nixon. It was using the power of the presidency to settle scores. In the end, and I think it wasn’t just the crimes and abuse that broke Nixon out, it was the smallness of the vision,” Woodward said, “that he was always looking out for his own political interests.”

Other speakers included Ruckelshaus; Supreme Court Justice Stephen Breyer, who worked in Cox’s office; Philip Heymann, Cox’s deputy;

**‘It wasn’t just the crimes that broke Nixon; it was the smallness of the vision.’**

Jill Wine-Banks, one of the assistant prosecutors on the case, and Jim Doyle, Cox’s press secretary.

Nixon pressured Richardson to fire Cox. But Richardson refused – saying he promised the U.S. Senate that he

wouldn’t remove Cox from that position unless there was proof of extreme improprieties. Ruckelshaus, next in line, refused as well. Because of their defiance, they were removed from their positions.

Ruckelshaus said that Saturday night that the president fired him, but by Monday morning, he read in the paper that Nixon said he had accepted his and Richardson’s resignation.

“So whichever you prefer,” he said

“The institution of the department was in real trouble,” he said. “It was shaken to the foundation by what had happened. There were police, there were FBI agents surrounding both of our offices, they were surrounding the special prosecutor’s office. The institutions of government were really in trouble.”

By the time a team of prosecutors successfully subpoenaed several of Nixon’s audio recordings – tapes he had kept of conversations in the oval office – there was very little doubt of the president’s guilt, Wine-Banks said. She was the only female lawyer on the Watergate special prosecution team.

Heymann described Cox’s integrity and the White House’s misconception that the special prosecutor was “out to get the president.”

“He had no clue how damning the evidence would be against the president, but he knew that it was his job to find out,” Heymann said of Cox.

Breyer praised Richardson’s integrity when he faced a tough decision.



Stephen Breyer. Photo by author.

Nixon wanted Richardson to fire Cox, but as Breyer said, Richardson gave up his career when he defied the order.

“He gave it up because he promised the United States Senate that he would not fire Archie Cox ... because making a promise to the United States Senate is making a promise to the American people,” Breyer said.

He said that, in his time in Cox’s office, he learned from the special prosecutor to focus on what was important

“Let’s not talk, let’s do our job,” he said, describing what he learned from Cox. “Do the job. Do it as well as you can.”

The speakers broke up the serious discussion to talk a little “trash.”

As a member of the prosecution team, Wine-Banks said the lawyers would write multiple drafts of memos and other documents, then tear up and throw away old drafts.

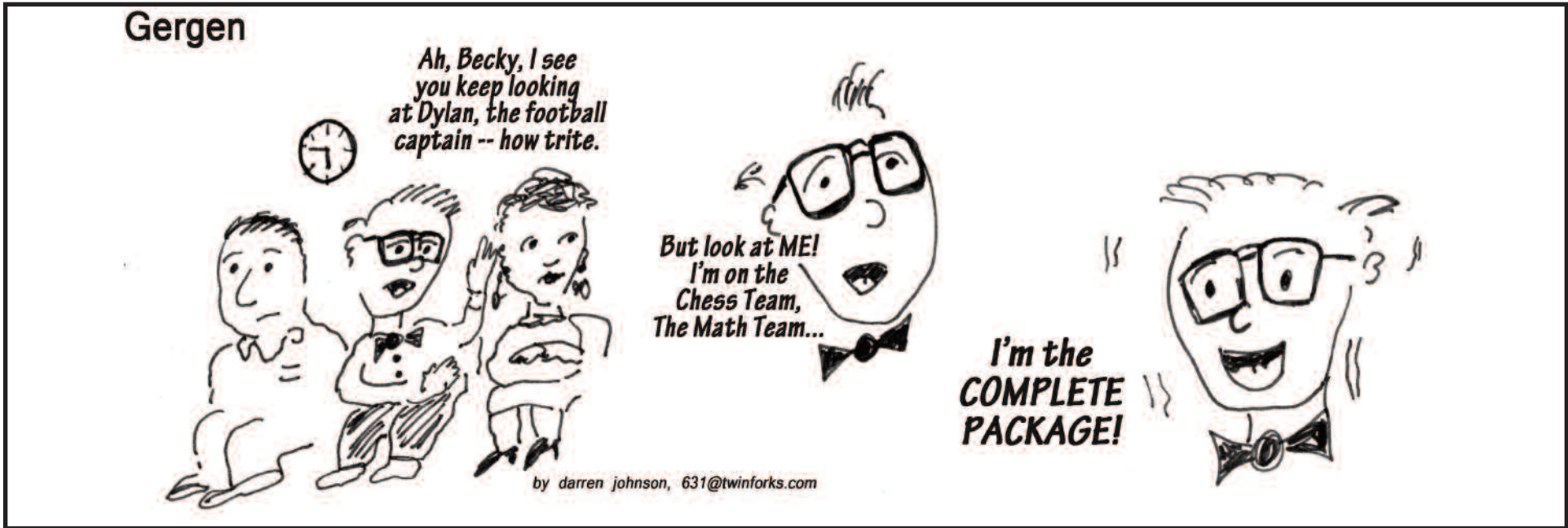
But after reading a few lines from a memo that looked familiar in the Post one morning, Wine-Banks said she and other attorneys began shredding their drafts – to keep Post reporters from picking up their trash and going through discarded documents.

“It’s a service we provided,” joked Woodward, now an associate editor at the Post.

Doyle pointed to the abundance of money in the president’s re-election campaign fund as one of the roots to Nixon’s corruption. He said the campaign had the money to do what its leaders wanted to do and then to cover it up.

Breyer talked about the effects of the scandal and subsequent shakedown of the Justice Department hierarchy and the important lesson learned.

“The rule of law, it held,” he said. “It held. It was flexible enough to deal with this. But the rule of law held.”





# Will we all ever get together in one place again?

**Darren Johnson**  
*Campus News*

You surely heard all the media hub-bub about the “Breaking Bad” finale last month. And deservedly so. This clearly was the best series ever captured on film in the history of mankind. I loved it.

But, did you know, only only about 10.3 million watched that finale live? OK, that is a large number, but, put into perspective, that’s only about 3 percent of the US population.

Reading the articles, one would think the whole country watched it!

So, the best show in America only gets a handful of viewers.

To put it into perspective, the “M\*A\*S\*H” finale had 105.9M viewers in 1983. “Cheers” had 80.4M viewers in its final episode 10 years after that.

In 1998, “Seinfeld” said farewell to 76.3M viewers. “Friends,” in 2004, pulled a 52.5M number.

In 1992, 50 million people stayed up late to say goodbye to Johnny Carson. Today, late shows like that are lucky to get a million viewers.

Fixing the numbers to population, consider that there are about 319M people in the US today. In 1983, there were

234M people. So that means that the finale of “M\*A\*S\*H” was viewed by over 45 percent of the country! All at one time, eyes were watching Hawkeye and the gang say adieu.

And, clearly, “Breaking Bad” is a better show than any of the above, except, maybe, “Seinfeld.” (Jerry’s farewell was seen by about 28 percent of the country.)

So, what happened?  
Sure, people still watch the Super Bowl, but the Super Bowl is different — if you don’t watch it, you miss it. Recording it and watching it later makes no sense — you will know who won. There is no way to avoid not knowing who won the Super Bowl immediately after unless one totally unplugs everything and lives in a shack in the desert.

Bank on it. Your Twitter feeds will be filled with “Yay Broncos!” or “Yay Seahawks!” that special Sunday.

The idea of the “special event” is gone. Deadlines aren’t really deadlines anymore. And maybe media hype doesn’t work anymore, either. People just don’t get as excited about being tuned into something at a certain time.

Yes, tens of millions more people will see that “Breaking Bad” finale in the

days and weeks (and years) ahead. Who knows, perhaps when all the different mediums are taken into account — Netflix, cable on-demand, Apple Store, etc. — the finale will reach “M\*A\*S\*H”-like numbers?

So, what’s the big deal, then?  
Other mediums have gone the same way. Record stores are mostly gone. Book stores go kaput. Bands can’t sell out large arenas. Did you know that bands used to regularly sell out Giants Stadium? Now there are tickets to be had day-of at measely Jones Beach.

No one cares about going to one place at one time anymore, whether it be a concert, a TV show, or even an open house for this college.

The question becomes, how will people who want to get your attention contact you?

If there is no defining event, where will everyone meet? On Facebook?

For advertisers, it’s a nightmare. An ad on the “Breaking Bad” finale would only have 1/15th the effect compared to 30 years prior when “M\*A\*S\*H” folded

tent.  
With the fracturing of media, we all have tailored our entertainment and news to fit our lifestyles. We all have different phones, we listen to different things in the car in different ways, we all watch different shows, we get our news from a hodge podge of sources.  
Over 400,000 people attended Woodstock in Upstate New York in 1969. They had no Internet to spread the word, but it somehow did.

## ‘Did you know that rock bands used to sell out Giants Stadium?’

Posters? Newspapers? Radio?  
Could you imagine that many people gathering for such an event today? Or would a post about Woodstock 2013 get lost amidst the clutter on your Facebook feed with pictures of Aunt Bee’s new dog and the cake your friend made?  
As the Beatles once sang, “Come Together,” but will we ever come together for anything ever again?

# NewsCherry.com: A parody news site

Here are some headlines from NewsCherry.com, a domain name we picked up for about \$10 the other day.  
NewsCherry aims to be a “a prestigious news wire service producing expertly written and extensively vetted stories for the masses.”

Feel free to like and follow it. If you would like to submit a story, go ahead. It’s going to be the next New York Times, of course.

Here are the headlines:  
“Patriots fan punches baby in Jets



bib; says, ‘We’re even.’”  
Excerpt: Reached for comment, the baby said, “It didn’t hurt at all, just like Gronkowski couldn’t hurt our secondary.

“Too-old, shrinking dad and growing baby finally at the nexus where they can buy the same diapers.”

Excerpt: “I was a little disoriented one morning, and was rushing to my second job as a ticket taker at the movies, and must’ve grabbed one of Sheila’s diapers by mistake. It wasn’t until I went to refresh it at lunchtime that I realized it said ‘Huggies’ on it.”

“Angry Obama Takes Stab at Redesigning Affordable Care Site.”

Excerpt: “It’s user-friendly, too. I have a script there where people can know the time and temperature for their region. I have a Sponge Bob. The kids love Sponge Bob. I have a quote of the day script that generates a new quote every day — ah, there’s Mahatma Gandhi — you’ve got to keep it fresh.”

Read the complete stories at NewsCherry.com.



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When Jessica Scaparro first met students from Iona, she was impressed with their enthusiasm about their experiences. “I wanted so badly to have that same excitement.” As a transfer student, Jessica obtained a rewarding internship at March of Dimes, completed a service trip to Zambia, and served as a student campus minister.

She is now staying at Iona to complete her master’s degree in industrial organizational psychology. With over 45 undergraduate majors and 35 minors in leading areas of study, led by working professionals and leaders in academics, we are confident that transferring to Iona will be one of the best decisions you’ve ever made.

