ZIANCH, F INDEPENDENT NEWSPAPER AT DREXEL UNIVERSITY ТНЕ STUDENT

NOVEMBER 19, 2010

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New business building in 2014

College of Arts and Sciences marks 20 years

Governor Ed Rendell recieves 'Distinguished Friend' award

Aaron Strauss STAFF WRITER news@thetriangle.org

Pennsylvania Governor Ed Rendell was the guest of honor Nov. 12 as the College of Arts and Sciences celebrated its 20th anniversary and recognized individuals who have played a vital role in its success.

Rendell received the College's inaugural Distinguished Friend Award at a private dinner reception hosted by Dean Donna Murasko in the Main Building's A.J. Drexel Picture Gallery. Throughout his career as Philadelphia mayor from 1992 to 2000 and Pennsylvania governor since 2003, Rendell has gone to great lengths to support the College and the University as a whole. Among other works, he supported Drexel's merger with MCP Hahnemann University in 2002 and provided \$10 million in state funds for the construction of the Papadakis Integrated Sciences Building.

President John Fry praised Rendell's commitment to all levels of education, from early childhood to graduate school.

sources that have been champi- of Jewett's teaching career that oned by the Rendell administration, these young women and men now have already had a chance in many respects to move their lives forward," Fry said. Rendell was both humble and humorous in his acceptance speech. He said he felt honored to receive the award from Fry, who was an administrator at the University of Pennsylvania during Rendell's years as mayor. The two have worked together extensively on several initiatives throughout their respective careers.

award, Murasko presented lifetime achievement awards to two alumni and one faculty member.

First was Jay Meyers, class of 1973, who received the Alumni Lifetime Achievement Award in the Humanities and Social Sciences. Meyers majored in mathematics, but his career interest was in radio. He was among the founders of Drexel's radio station WKDU in 1971, and he has impacted over 800 radio stations across the country as a media executive for such major corporations as Greater Media and Clear Channel Communications. Meyers spoke of the passion that he had for the work he did.

"I love what I do. I feel like I never went to work one day in my life," Meyers said.

Receiving the Alumni Lifetime Achievement Award in the Sciences was John Jewett Jr., class of 1969. He spent most of his career as a professor of physics at California State Polytechnic University and has written several scholarly publications, including "Physics for Scientists and Engineers," the best-selling physics textbook in "Because of the financial re- the country. One unique aspect he mentioned in his acceptance speech was that his first experience as a teaching assistant came not in graduate school, but while he was a junior at Drexel. He talked about how that experience sparked his interest in teaching and set him on the path to a prolific career in which he has won sev-

Josh Kurtz Staff Writer news@thetriangle.org

Businessman and LeBow College of Business namesake Bennett S. LeBow donated \$45 million to help fund a new College of Business building that will replace Matheson Hall, Drexel announced at a ceremony Nov. 16.

LeBow's gift is the largest single donation in Drexel's history and the largest ever to a business school in Pennsylvania. It is also the 12th largest gift to a United States business school.

The new business building is scheduled to open in 2014 and will be built on the current site of Matheson Hall, which will be demolished starting in late summer 2011, according to a press release on the donation.

It will cost approximately \$92 million to complete the new building, President John Fry said during the ceremony. He added that in addition to LeBow's gift, Drexel has thus far raised \$5 million, including a pair of \$1 million donations.

The new building will allow the College of Business to increase its enrollment by approximately 500 students, according to Philadelphia Mayor Michael Nutter, who spoke during the ceremony.

Also announced at the ceremony was the news that Robert A.M. Stern Architects LLP and Voith & Mactavish Architects LLP will be designing the new building. Graham Wyatt, a partner at Robert A.M. Stern Architects LLP, said that with the building, the College of Business is "emerging with an identity and a campus of their own."

He added that the new 12-story structure will help represent Drexel on the Philadelphia skyline.

The building, which Wyatt said is on track to receive Green Globe environmental certification, will feature a 300-seat auditorium, a 160-seat event space, a 100seat lecture hall and other classrooms with study space, faculty offices and group seminar rooms interspersed. A five-story atrium and transparent façade continue the glass motif that has permeated Drexel's recent construction projects. Other planned features include a finance trading lab, experimental learning and consulting areas, a recording studio for the College's online programs and videoconferencing technology, according to the press release on the donation. In addition to glass and aluminum, the building's exterior will



A&E

Classifieds

Comics

The \$92 million building will be the largest academic building on Drexel's campus, and will allow for an increase in enrollment by approximately 500 students according to Mayor Michael Nutter, who spoke at the Nov. 16 ceremony.

be made of concrete and limestone similar to that used in 30th Street Station.

Kyle Norton, a pre-junior majoring in business administration who attended the ceremony, said he was excited about the ways the building could expand the College, including the potential for higher enrollment and an increased focus on technology and learning in a corporate setting.

Wyatt also said the building will consolidate College of Business programs that are currently located around campus.

Thomas Hindelang, finance professor and vice dean of the College of Business, said one of the parts of the new building he

business school. It obviously needed the new building, and it's the right thing to do."

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College of Business Dean George Tsetsekos said the gift "will fully transform the business school, making it one of the top nationally and internationally."

LeBow previously donated \$10 million to the College of Business in 1999, a gift that Tsetsekos said allowed the College to improve its programs, hire 20 additional faculty members, build the Leonard Pearlstein Business Learning Center, open Centers of Excellence and improve the rankings and visibility of its programs.

The \$10 million gift also led to the Col-

He joked that when Drexel asked him last year for funding for the Integrated Sciences Building, he thought about saying there was no money left because Fry had taken it all for Franklin and Marshall College.

After Rendell received his

eral prestigious teaching awards. On a lighter note, Jewett said being a TA as an undergraduate was somewhat awkward because he was pledging a fraternity at the time, and one of his superior brothers was a student in the calculus recitation that he had been assigned to teach.

"Through further negotiations, we arranged that when we were outside of class, I would call him sir, and when we were inside class, CoAS ON PAGE 4



Photo Courtesy College of Arts and Sciences Guest of honor Gov. Ed Rendell speaks to attendees at the CoAS dinner where he was honored with the 'Distinguished Friend' award.

is most excited about is its ability to unite these scattered departments.

"One of the biggest things we look forward to is bringing everyone back together," Hindelang said.

He added that having resources spread out around campus has made it more difficult for the College of Business to structure learning opportunities for students.

When asked why he had made the donation, LeBow said, "I love Drexel. I love the

lege being renamed after LeBow.

LeBow also donated \$5 million to the College of Engineering for the College's LeBow Engineering Center, according to the press release on the new business building donation.

LeBow's donations to Drexel total \$60 million, making him the largest benefactor in the University's history, according to Fry.

During the ceremony, LeBow said that as **LEBOW EXPANSION ON PAGE 4**

CoE heads to El Salvador Drexel students work on clean water project

Naomi Parikh $S_{\mathsf{TAFF}} \, W_{\mathsf{RITER}}$ news@thetriangle.org

The Drexel Engineers Without Borders project recently sent a group of three students, one professor and one professional mentor to Miramar, El Salvador, to continue work on a clean water project.

"This is a large-scale project where we are working on a permanent design for a water distribution system that will continuously provide the citizens of Miramar with clean water," Yakira Kirzner, one of the students who traveled to El Salvador, said.

Kirzner, a junior majoring in chemical engineering, described the project as being in its "final design stage." The 10-day trip was used to complete assessments as part of "pre-implementation," Kirzner said.

"We plan to go back hopefully in the spring to complete the project," she said.

Kirzner said the group has formed "a solid relationship" with the Miramar community since the project began in 2007. She said they hope to implement a water system later during this school year.

"We will be getting water from a river about 1.2 miles from the community, and purifying through various treatments," she said. "This water will then be distributed throughout the community."

According to Kirzner, the team knew that for the project to be started and maintained properly, the people of Miramar had to be involved in the planning process.

"The citizens of Miramar must feel a sense of ownership and have the ability to contribute to the project," Kirzner said. "Working with Miramar residents on the trip was very rewarding."

The Drexel Engineers Without Borders' website explains that although the Miramar community contains several hand-dug wells, they all dry up during El Salvador's dry season. During this time, villagers often hike to a river half a mile away to get their water.

"All of their current water supply is contaminated with bacteria. They also experience a nitrate content that can lead to increased infant mortality rates," the EWB site reads. "Ailments like diarrhea are commonplace for the people of Miramar."

Drexel's EWB chapter has been working to design a year-round clean water system since May 2007. They have made three trips to Miramar since.

Early on, they were unsuccessful in drilling a deep well because the equipment could not break through the layers of hard rock.

After this, they regrouped and began designing a new system for a clean water supply, which is what they are currently working on and hope to implement soon.

Kirzner said that the Drexel Miramar team works independently, but has had help from Peace Corps volunteers living in El Salvador.

Palmer screens Iraq war

Stanley Wright STAFF WRITER news@thetriangle.org

Filmmaker and journalist Brian Palmer visited Drexel University Nov. 18 to screen his film entitled "Full Disclosure," which documents his experiences with the First Battalion, Second Marine Regiment in Iraq.

"Like many of us raised in this culture, I watched a lot of war movies and also read a lot of war journalism by people I admired," Palmer explained as he described his early interest in documenting warfare.

This interest developed into action when Palmer decided to travel overseas in his first of three embeds with the Marine regiment. Palmer first immersed himself into the life of

PALMER ON PAGE 6

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THE TRIANGLE Crime & Policy Violation Report Jamie Thomson

The following are crimes that occurred on or near campus and were reported to The Triangle by the Drexel University Department of Public Safety between Nov. 6, 2010 and Nov. 15, 2010. All information included in this report is taken from law enforcement or DPS incident reports.

ASSAULT

Nov. 10, 3:55 p.m.

Nov. 10, 1:30 p.m. 3300 Block of Baring St. A Drexel student reported that on Nov. 10, between 1:30 p.m. and 4 p.m., unknown

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A non-Drexel affiliate reported that on Nov. 10, at 3:55 p.m., she was assaulted by a person known to her. The offender was arrested by Drexel Police.

D.U.I.

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3300 Block of Powelton Ave. Nov. 12, 3:29 a.m.

Nov. 6, 10 a.m. 3300 Block of Hamilton St. A non-Drexel affiliate reported that between Nov. 6, 10 a.m., and Nov. 9, 5 p.m., unknown person(s) entered his property by forcing a window.

3300 Block of Hamilton St. Nov. 7, noon A non-Drexel affiliate reported that between Nov. 7, noon, and Nov. 8, 3:20 p.m., unknown person(s) entered his property by force.

Nov. 8, 3:20 p.m. 3300 Block of Hamilton St. A non-Drexel affiliate reported that on Nov. 8, between 9 a.m. and 3:20 p.m., unknown person(s) entered her property through an unlocked window.

THEFT

Nov. 9, 6 p.m.

Nov. 6, 4 a.m. Unit South 36th St. A non-Drexel affiliate reported that on Nov. 6, between 4 a.m. and 4:45 a.m., a male

known to him entered his business and took cash from a safe.

3300 Block of Market St. Nov. 6, noon A Drexel student reported that on Nov. 6, between noon and 12:30 p.m., unknown person(s) took his text book that was left unattended.

Nov. 6, 7:40 p.m. 3400 Block of Chestnut St. A non-Drexel affiliate reported that on Nov. 6, at 7:40 p.m., an unknown male fled his store with items that he failed to pay for.

3300 Block of Race St. Nov. 6, 6 p.m. A Drexel student reported that between Nov. 6, 6 p.m., and Nov. 7, 1 p.m., unknown

person(s) took his bike that was secured to a rack with a U-lock. 3200 Block of Chestnut St. Nov. 8, 8:45 a.m.

On Nov. 8, at 8:45 a.m., Drexel police arrested a male identified as Anthony Chally after he fled the book store with clothing without paying. All items were recovered.

2900 Block of Queen Ln. Nov. 8, 2 p.m. A Drexel student reported that on Nov. 8, between 2 p.m., and 5 p.m., unknown person(s) broke her car window and took a laptop computer left in plain view.

3300 Block of Market St. A Drexel student reported that on Nov. 9, between 6 p.m., and 7 p.m., unknown

person(s) took cash and credit cards that were left in an unsecured locker. 200 Block of North 34th St.

Nov. 9, 7:25 p.m. A Drexel student reported that on Nov. 9, between 7:25 p.m., and 7:35 p.m., unknown person(s) took a video game that was left unattended in the hallway.

200 Block of North 34th St. Nov. 9, 11 p.m. A Drexel student reported that between Nov. 9, 11 p.m., and Nov. 10, 12:45 a.m., unknown person(s) took her wallet that was left unattended on a table.

person(s) took his laptop computer that was left unattended on a desk. 3200 Block of Markt St. Nov. 10, 7:30 p.m. A Drexel employee reported that on Nov. Nov. 10, between 7:30 p.m. and 8:20 p.m., unknown person(s) took a golf cart that was parked and unlocked. Nov. 12, 3 a.m. 3300 Block of Arch St.

A Drexel student reported that on Nov. 12, between 3 a.m. and 11 a.m. unknown person(s) took his wallet that was left in plain view in an unlocked room.

1400 Block of Wood St. Nov. 12, 8 p.m. A non-Drexel affiliate reported that on Nov. 12, between midnight and 8 a.m., unknown person(s) broke her car window and took a GPS unit that was left in plain view.

1400 Block of Wood St. Nov. 13, 2 p.m. A Drexel student reported that on Nov. 13, between 2 p.m., and 10 p.m., unknown person(s) broke her car window and took a book bag that was left in plain view.

200 Block of North 34th St. Nov. 14, 1 p.m. A Drexel student reported that between Nov. 14, 1 p.m., and Nov. 15, 9 a.m., unknown person(s) took his bike that was secured with a U-lock.

Nov. 15, 1 p.m. 3300 Block of Market Ave. A Drexel student reported that on Nov. 15, between 1 p.m. and 1:15 p.m., unknown person(s) took his laptop computer that was left unattended.

3200 Block of Chestnut St. Nov. 15, 2:15 p.m. A Drexel employee reported that on Nov. 15, between 2:15 p.m., and 2:50 p.m., a male known to him removed boxes of food from a freezer without permission.

3300 Block of Market Ave. Nov. 15, 8:45 p.m. A Drexel student reported that on Nov. 15, between 8:45 a.m. and 1:30 p.m., unknown person(s) took his bike that was secured to a rack with a cable lock.

ROBBERY

Nov. 13, 1 a.m.

400 Block of North 32nd St.

A Drexel student reported that on Nov. 13, at 1 a.m., he was approached by three males, one wearing a yellow sweatshirt, armed with a silver handgun, who took cash and a cell phone from him. Males fled north on 32nd Street. No injuries were reported.

VANDALISM Nov. 9, 5 a.m.

3500 Block of Powelton Ave.

A non-Drexel affiliate reported that on Nov. 9, between 5 a.m., and 1 p.m., the rear window to his auto was broken in an unknown manner.

Nov. 9, 6:45 a.m. 3300 Block of Arch St. A Drexel employee reported that on Nov. 9, between 6:45 a.m., and 3 p.m., the window to his auto was broken in an unknown manner.

ALCOHOL AND DRUG POLICY VIOLATIONS

During the period covered by this report there was one reported alcohol incident policy violations. The report was sent to the Office of Student Conduct for review.

During the period covered by this report there was one reported drug incident policy violations. The report was sent to the Office of Student Conduct for review.

Network Pres. comes to DU

On Nov. 12, at 3:29 a.m., Drexel Police arrested a non-Drexel affiliate identified as Rachel for driving under the influence after she was observed driving erratically.

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The Antoinette Westphal College of Media Arts & Design hosted a lecture Nov. 17 regarding the current and future state of television. Nancy Dubuc (above), president of Lifetime Television Networks and the History Channel, attended the event, which took place in Stein Auditorium in Nesbitt Hall.

DU one of top schools for music Robert Belardi STAFF WRITE news@thetriangle.org

Drexel University's music industry department has been named one of the top programs in the country by Billboard.com.

The magazine cited the importance of dynamic, innovative music programs in the face of a rapidly changing music industry as the criteria for a winner.

Terry Tomkins, assistant professor of music industry, explained that Drexel is unique in that students and faculty operate several entities that represent all the aspects of the music industry.

"What really separates Drexel is that we operate on the scale of a real record label — students can be exposed to every facet of the industry from recording to management, promotion and merchandising," Tomkins said.

Along with the Mad-Dragon record label, students also run MadDragon Publishing, DraKo Booking Agency and MADKo Concert Promotions.

Tomkins noted that Drexel's program and resources allow students to be creative and develop an entrepreneurial spirit – a key

"What really

separates Drexel is

that we operate on

the scale of a real

record company."

job market. He explained that students gain a sound understand- $_{\rm the}$ ing of entire music industry so they are prepared tofind a way

into the marketplace after graduation.

"I believe that Drexel prepares students extreme- versities with music in- definitely have an edge in



Recently, Drexel was named one of the top music programs by Billboard.com. MadDragon Records has sold over 50,000 records and has won two Independent Music Awards

ly well for the future. Even dustry programs, such as though the job market is weak across the board, our program allows students skill in the current bleak to hit the ground running

after graduation; that is something unique to our program," Tomkins said. Julia Paraiso, a junior in music indus--Terry Tomkins

try, believes the resources Drexel offers students set it apart from other schools. "I considered other uniNortheastern University in Boston, but I chose Drexel because of the student-run label and other entities," Paraiso said.

She also explained that a business education focused specifically on the music industry is a relatively new concept.

"Traditionally, you would get a business degree and then learn the hard way how to handle musicians in terms of promotion, touring, etc. Here we learn all of that from the start, so I think Drexel graduates

the job market," Paraiso said.

"It's very gratifying winning an award because the voting body consists of music critics like Anthony DeCurtis of Rolling Stone Magazine and music legends like Ozzy Ozbourne and Joe Perry," Tomkins said.

The recent recognition from Billboard.com is not the first time Drexel has been noted for its music industry program. Along with selling over 50,000 records, MadDragon Records has won two Independent Music Awards.

Panel discuss challenges in the States

Louis Finley ASST. NEWS EDITOR louis.finley@thetriangle.org

On Nov. 17, the Engineering Graduate Association and the Biomedical Graduate Association held a "Welcome to Amerithe

"Students had an

to voice their own

auestions."

amazing opportunity

-Venkat Kalyana Sundaram

can Graduate Experience" panel discussion for international students to discuss challenges that foreign students face in a new country.

Approximately 25 graduate students gathered in the Mitchell Auditorium to participate in the event, whose goal was to target students who are new to the Philadelphia area. The panel consisted of four graduate students, two from outside the country and two Americans who had traveled abroad. Various issues were discussed, including the accessibility of native food, relating to American students and the cultural differences that many students face coming to a new country.

When asked if the panelists expanded their social circles or stuck within groups from their own culture, a panelist from Germany responded, "I try to expand my social circles, though it's tough to join American ones. If I wanted to stay around Germans, I would have stayed home."

A panelist from Vietnam www.coe.drexel.edu/ega.

added that though she feels people naturally hang out with those from the same culture, she took advantage of the language barrier and preferred to reach out to Americans because she was able to better learn the language.

News \bullet 3

"We wanted to give an opportunity for students who have just joined Drexel University or students who are still trying to learn their way to find things to do around Philadelphia or things to do at Drexel,"

Venkat Kalyana Sundaram, organizer and financial chair of the EGA, said. "A lot of things are happening here that often people don't know about, so we wanted to

bring students who are well integrated into society to tell students all that they can do to basically be a better Drexel student."

"Though our attendance was low today, students had an amazing opportunity to voice their own questions. I'm also happy [Associate Vice Provost Teck-Kah] Lim was able to come from the Graduate Studies Office, because he, for a lot of us graduate students and international students, is a mentor," Sundaram continued.

Sundaram mentioned how he would also like to have the event become an annual occurrence.

"We would like to do more getting to know Drexel events throughout the year. This event will probably happen at the beginning of the year."

A list of events for the EGA can be found on their website,

Jessica Guynn LOS ANGELES TIMES news@thetriangle.org

SAN FRANCISCO - In a bold challenge to its rivals, Facebook Inc. is launching a messaging service for its more than half a billion users, setting off a battle that could shape the future of communication on the Internet.

Facebook Messages will meld the three major forms of communication - e-mail, instant messages and text messages so that users can manage all their communications through a single inbox on their personal computer or mobile device.

The common gateway will be an "@facebook.com" email address.

This kind of unified digital communication is the wave of the future, said Jeremiah Owyang, a social media analyst at Altimeter Group.

If anyone has a legitimate shot at remaking Internet communication, and even eventually replacing e-mail, it's Facebook, analysts say. It has a distinct advantage: It already knows who your friends are and most of them are already on its site. In the process, it would lay claim to one of the Web's largest e-mail services. By way of comparison, Microsoft Corp.'s Hotmail has 361 million global users followed by Yahoo Mail's 273 million users, according to research firm ComScore Inc. Google Inc.'s Gmail has 193 million users,

But big question marks remain. It's unclear how popular the service will be, particularly with older users. And more traditional e-mail users will miss some functions such as subject lines, carbon copy and blind carbon copy that are not built into the Facebook service, which is designed to be simple and minimalist.

Facebook seems to be betting on future generations. The first e-mail was sent in the early 1970s, and it looked a lot like e-mail today. And that's the point of the new system, Facebook Inc. founder and Chief Executive Mark Zuckerberg said in unveiling the feature at a news conference in San Francisco. It's time for e-mail to catch up with the way people interact, he said.

"We don't think a modern messaging system is going to be e-mail," Zuckerberg said. E-mail is just too slow and clunky for young people who gravitate to real-time, informal communications such as online chat and text messaging, he said.

Young people, in particular, will take to Facebook Messages, which will roll out over the next few months, "like fish to water," Forrester Research analyst Augie Ray said.

Studies bear that out. E-mail remains the primary way adults communicate, but text messaging is more common than any other means of communication for U.S. teens with only 11 percent of them using e-mail every day, according to a 2009 survey from the Pew Internet and American Life Project.

"Facebook wants to be at the center of most personal communication," Ray said. "It's fine with leaving the boring stuff to Gmail, Yahoo or Hotmail. You can get your newsletters or bills over there. But Facebook wants you to come to Facebook for the most meaningful dialogues with your friends."

Zuckerberg said he expected the communications revolution he is trying to incite to take time to catch on.

"This is not an e-mail killer," the 26-year-old chief executive said. "This is a messaging system that includes e-mail as one part of it. We don't expect anyone to wake up tomorrow and say, 'OK, I am going to shut down my Yahoo mail account or Gmail account and switch exclusively to Facebook." But, he said, "maybe we can help push the way people do messaging more toward this simple, real-time, immediate, personal experience."

The stakes are high: If Facebook succeeds, it will have won another key advantage in the bid for your time, attention and dollars.

Yahoo, Google and Microsoft have been revamping their e-mail services to make them more about interacting with friends wherever they happen to be. Yet Google has struggled in its broader social-networking efforts. Its Google Buzz service built on users' Gmail contacts prompted privacy complaints when Google automatically imported e-mail contacts into Buzz. It is working on adding a social layer to all of its products that it is expected to roll out soon. Yahoo, the most popular U.S. e-mail provider, has also tried to get more social by allowing users to broadcast their status on Facebook and Twitter.

In offering an alternative to these services, Facebook is ramping up pressure on its rivals. More than 350 million of Facebook's more than half a billion users now actively send and receive 4 billion messages every day on the site. Zuckerberg's argument: People will begin to shift to an all-in-one communications service like the one his company is offering. A sign of how important the project was to Facebook: Facebook's director of engineering, Andrew "Boz" Bosworth, said 15 engineers worked on the project for 15 months.

In an interview at the Web 2.0 conference in San Francisco, Google CEO Eric Schmidt shrugged off the new entrant in the e-mail melee and rising tensions with Facebook, saying Google is very pleased with the explosive growth of Gmail.

"More competition is always good, because competition makes the market larger," Schmidt said.

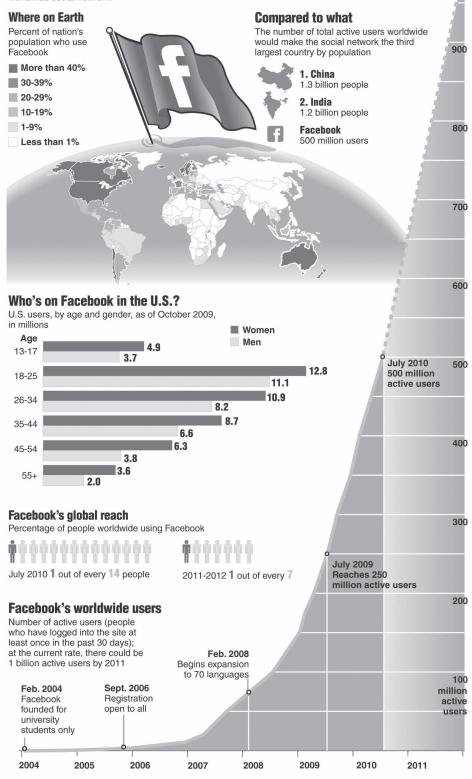
But technology blogger Robert Scoble said the new Facebook service could threaten Gmail and other e-mail services because they would find it increasingly challenging to attract new users.

"This just makes those other services look old and creaky," Scoble said.

FACEBOOK ON PAGE 6

If Facebook were a country

Since its start in 2004 as a way for college students to connect, Facebook has grown into a vast, worldwide social network



Source: Facebook, facebackers.com, insidefacebook.com, CIA World Factbook Graphic: Andréa Maschietto. Doug Griswold, Pai, San Jose Marcury News

Lebow donates \$45 million for construction project Donation for building is the biggest contribution to a business school in the state of PA

Five-story atrium

300-seat auditorium

Videoconferencing capabilities

Finance trading lab

Integrated teaching technology in all classrooms

Green Globe certifiable

LEBOW EXPANSION FROM PAGE 1

a businessperson he "analyzed the risk of this investment, and I see absolutely no risk."

LeBow also discussed his ties to Drexel and the surrounding area during his speech. These ties include growing up in West Philadelphia and attending Drexel, where he majored in civil engineering and graduated in 1960.

LeBow is currently Chairman of the Board of Vector Group Ltd.



a private equity group that focuses on real estate and tobacco products, according to the donation press release. He is also Chairman of the Board and Chief Executive Officer of booksellers Borders Group, Inc.

During his speech, Fry said it reflects well on an organization when an investor quadruples his investment, referring to LeBow's \$10 million and \$45 million gifts.

"I don't think we've ever ... had a better vote of confidence" than right now, he added later.

Fry also urged that it is "up to all of us to continue Drexel's progression into the ranks" of top universities.

Nutter, who called the gift "a fantastic announcement," focused his speech in part on community service.

He told LeBow, "You demonstrate what civic engagement is about. You demonstrate what philanthropy is about."

Nutter also complimented Fry for his community involvement, saying that Fry has already done great work in West Philadelphia, and that he and Fry have a "wonderful growing and expanding partnership."

Nutter said the new building will help the local economy, adding 175 jobs, 30 of which are permanent, and that it includes environmentally friendly features like green roofs and strong water management.

Other speakers at the ceremony included Drexel Board of Trustees Chairman Richard Greenawalt, who called the new building an "incubator of knowledge, gathering place for business leaders, high energy home" for many groups to collaborate.

Sarah Antolini, a junior majoring in business administration, spoke about the new building as being "a gift that is actually an investment" in her and her classmates' futures.

Ajon Brodie The Triangle

noto Courtesy LeBow College of Busines

President John Fry (second from left) and Dean of Lebow College George Tsetsekos (fourth from left) celebrate the announcement of the the brand new business building with principle donor Bennett Lebow (center).

Legal studies department head and associate professor Richard Freedman discussed the College of Business's growth since Matheson Hall opened in 1967.

Freedman, who began attending Drexel the same year Matheson opened, said the College of Business is "light years ahead" of where it was at that time. "I no longer have to explain to people Drexel has a business school. They know it," Freedman said, adding that one constant through the College's growth in the past 40-plus years has been Matheson Hall.

The program took place in the Quad, and artists' renderings of the new building were displayed during the ceremony.

CoAS honors individuals vital to College's success

CoAS FROM PAGE 1

he would call me sir," Jewett said.

The final award of the night was the Faculty Lifetime Achievement Award, which went to Art Shostak, professor emeritus of sociology. In addition to teaching at Drexel from 1967 to 2003, Shostak contributed to several revolutionary advancements for the University. He pursued and received several research grants and served on the advisory boards for the Judaic Studies and Honors Programs in the early years of both programs. In his acceptance speech, Shostak offered advice to current faculty. "Please do more to bring current events into your teaching," Shostak said. "Please tell young adults about your own passion, your own work, what it is that puzzles and mystifies you. You do not have to bring them the results. You do not have to wait until you've got the findings. Instead, have them walk alongside of you as you stumble, as you grow, as you attempt."

A public symposium was held in the afternoon prior to the reception, featuring recent student research projects. Eight undergraduates and four Ph.D. candidates presented the findings and ongoing goals of research that they had done alongside faculty advisers. All of the college's academic departments were represented at the exhibition.

Elizabeth Goetter, a Ph.D. candidate in psychology, explored whether Internet-based therapy for social anxiety disorder is as effective as traditional face-to-face therapy. A majority of therapists and patients who tried online therapy reported on surveys that they found the method effective. Goetter's ongoing research will test the effectiveness of online therapy for other psychological disorders, such as obsessive-compulsive disorder.

Another presentation by Mira D'Souza, a junior international area studies major, displayed the recent change of regime in Iraq and its impact on Iraqi government spending. She hypothesized that the new democratic government would be more likely than the totalitarian regime it replaced to spend money for the well-being of its citizens. However, her research found that there has not been a statistically significant change in government spending since the fall of Saddam Hussein.

After the research symposium, Murasko took a moment to reflect on the College's history and look ahead to its future. She said the College has improved in all categories since its formation in 1990 by the merger of the College of Science and the College of Humanities and Social Sciences.

"We've gone in an upward trajectory. We have more students, we have better GPAs; even in the last 10 years we've more than quadrupled our extramural research," Murasko said. "I can't think of a dimension where we haven't gotten better."

When asked how the College has promoted itself and increased its enrollment despite Drexel's primary reputation as an engineering school, Murasko described the College's strategic plan to unite the arts and sciences and to stay small.

"I think we have done that so successfully that students who see our programs know that they will get the attention that they would get in a small liberal arts college, but with the resources of a large university," Murasko said.

Looking ahead to the next 20 years, Murasko said her longterm goal is to make the College of Arts and Sciences just as well known and admired as the College of Engineering.

Students admit to taking 'study drugs' to assist

Kathleen Megan THE HARTFORD COURANT MCT Campus

To Bradley Spahn, it seemed like a clear case of cheating.

The Wesleyan University student was assigned a 24-hour take-home exam. Later, he said, nearly half the class would admit to taking so-called "study drugs" medications like Ritalin or Adderall to help them focus during the exam. They either took the drugs without a prescription or, if they had a prescription, took more than the prescribed dose.

"It seemed pretty obvious that

taking illegal drugs to help you do better on an exam is cheating," said Spahn, now a senior. "I think it is just as serious as plagiarism."

The incident spurred Spahn to expand an effort he already had begun: trying to getting the university to classify the abuse of "study drugs" usually stimulants prescribed for attentional disorders as cheating.

During the 2008-09 academic year, Wesleyan's honor code review committee took up the matter but decided not to include study drugs. But the university's non-academic code of conduct

covers the abuse of prescription drugs along with alcohol and drug abuse.

While all universities are concerned about the abuse of prescription drugs as a health and legal issue, questions about fairness and cheating are seldom raised, as they were at Wesleyan.

Benedict Bernstein, a 2009 graduate of Wesleyan who as chairman of the academic affairs committee was present at the honor code review meetings, said he could not disclose the discussion but said he did not support the inclusion of study drugs in

the code.

"I didn't feel that it could be prosecuted," he said.

A college might be able to prove that a student was in possession of "study drugs," but he said it would be very difficult to prove that the drugs were used to prepare a particular paper or for a test.

And then, he said, there would be more questions raised: Would it violate the honor code if a student found he or she could study more effectively while under the influence of marijuana?

A statement from Michael

Feds deem Four Loko unsafe drink



Four Loko were creators given 15 days to show sufficient evidence that their beverage is safe for consumption. U.S. Food and Drug Administration issued warning letters stating that the drink's marketing is in violation of federal law.

Whaley, vice president of student affairs at Wesleyan, said the university does not "condone any form of illicit drug use" and that there is "no reason to believe that the misuse of prescription drugs has increased at Wesleyan, but national survey data seems to indicate that such misuse is becoming a concern nationally."

Indeed, several college administrators interviewed for this story said that while the questions about fairness and study drugs have not come up in discussions about cheating yet, they expect such questions to arise in the future.

Ann Reuman, an associate dean of students at Trinity College, said she could see that students without prescriptions taking "study drugs" without prescriptions might be likened to athletes on steroids. "It is an unfair advantage when someone is using these kinds of drugs inappropriately," she said.

On the other hand, she said, a student might legally consume "No Doz, Red Bull or vats of coffee" to produce the same kind of affect effect.

"It would be a great thing to discuss," Reuman said. "I would guess that most students wouldn't consider it to be cheating."

Donna Latella, director of academic integrity at Quinnipiac University, said the consideration of cheating there hasn't included the abuse of study drugs.

"It would be interesting to look at," she said. "It's intrigued me, and I'm actually going to bring it up."

The medications in question - Ritalin, Adderall and others are stimulants that are generally prescribed for children and adults who have attentional disorders. As the numbers of children diagnosed with attentional disorders has multiplied in the past couple decades, so too has the availability of the drugs, whether among high school students or on college campuses.

For someone with a disorder, the drugs work to help the person focus and maintain concentration. But people without the disorder also experience an increase in energy and focus, so students seek it out, particularly during midterm and exam periods. Dr. Yitfrah Kaminer, a professor of psychiatry and pediatrics at the University of Connecticut School of Medicine, said studies show that 4 to 8 percent of college students use such stimulants regularly, getting them without

prescriptions.

He said that between 10 and 16 percent of young people who are medicated for attention deficit disorder share or sell their pills with others.

Kaminer said the drugs definitely can improve concentration and focus in people who do not have any attentional disorder.

At Wesleyan, Spahn said he has noticed that it tends to be top students who seek out the medications because they are concerned about performing well.

David Callahan, the author of "The Cheating Culture: Why More Americans are Doing Wrong to Get Ahead," said he doesn't think taking study drugs "qualifies as cheating in the way that cheating has been traditionally defined."

He said he understands "the sentiment that a study drug gives advantages to some students." But, he said, "if you find a way to study more effectively, to master more information ... one can make an argument that to the degree study drugs allow people to put more information in their brain or master a more complex idea, what's wrong with that?"

Even if the drugs are illegally obtained? "I guess that's a different issue," Callahan said. "That's an issue about drug abuse."

Andrew Dunn, a student at Naugatuck Community College who is studying radiology, was diagnosed with an attentional disorder around the time he entered college. When some students learned he was on Adderall, he said, they "constantly" offered to buy it from him.

"It's very, very annoying," he said. He added that he "pretty much" keeps it to himself because otherwise, "it starts drama and other problems."

A student who attends UConn at the Waterbury campus said his roommate has a prescription for Adderall and lets him have a pill when he needs one to get his work done. The student, whose name the Hartford Courant is not using because he is using the drug illegally, said, "You can interpret it as cheating if you are talking about academic integrity," he said.

But he said he doesn't see it

Richard Craver WINSTON-SALEM JOURNAL news@thetriangle.org

The makers of seven alcoholic energy drinks have been given 15 days to show that their beverages are safe for consumers or remove them from the marketplace.

The U.S. Food and Drug Administration issued warning letters yesterday to four beverage manufacturers including the maker of Four Loko saying that the drinks are being marketed in violation of federal law.

It determined that caffeine is an "unsafe food additive" when mixed with alcoholic beverages. If a beverage-maker cannot prove that its drink is safe, the FDA can seize the products.

The FDA issued a "prove it" notice to nearly 30 manufacturers in November 2009. "We expect these warning letters to be read across the industry," said Dr. Joshua Sharfstein, a deputy FDA commissioner.

The answer to how much longer the beverages will be available in the Triad and North Carolina could come today. The state's ABC Commission will discuss at its scheduled meeting whether to restrict or ban the drinks in response to Gov. Bev Perdue's request to pull the drinks from shelves as a public-safety concern.

The FDA's decision brought a level of satisfaction to Dr. Mary Claire O'Brien, the lead researcher and a vocal supporter of a Wake Forest University Baptist Medical Center study on the beverages.

The study, initially released in November 2007, found that college students who consume energy drinks along with alcohol are more likely to drink more, get hurt, ride with a

suffer sexual assault.

Last month, nine college students at Washington State University were hospitalized after a drinking binge that included alcoholic energy drinks. At least four states - Michigan, Oklahoma, Utah and Washington - have instituted at minimum an emergency ban on the beverages.

Officials from the FDA and other federal agencies cited aspects of the Wake Forest Baptist study in their decisionmaking process.

"We're proud of the role our ground-breaking research played in showing the danger in mixing caffeine and alcohol, particularly at the level of alcohol content in these beverages," O'Brien said. According to the Partnership for a Drug-Free

drunken driver, and commit or N.C., drinking three 24-ounce will reformulate the beverage cans of an alcoholic energy

drink is the equivalent of consuming 18 beers.

Besides Four Loko, made by Phusion Projects LLC, the other beverages are Core High Gravity HG, Core High Gravity HG Orange and Lemon Lime Core Spiked by Charge Beverages Corp.; Moonshot by New Century Brewing Co. LLC: and Joose and Max by United Brands Co. Inc.

"Consumers particularly young, inexperienced drinkers may not realize how much alcohol they have consumed because caffeine can mask the sense of intoxication," said David Vladeck, the director of the bureau of consumer protection for the Federal Trade Commission.

Phusion officials said they

to remove caffeine and two other ingredients that serve as stimulants even as they opposed the FDA's findings.

On Four Loko's Facebook page where it had more than 41,000 fans students mourned the demise of their favorite drink. Many blamed the government for overreaching, and some said they would make their own concoctions.

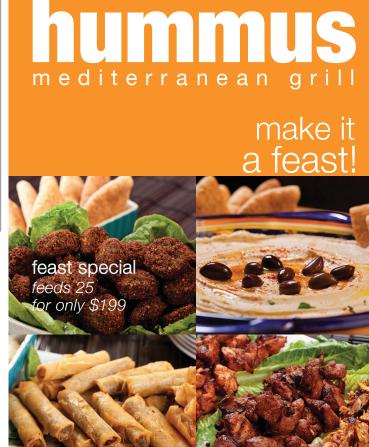
Suaco Willmer, who works at the 2Brothers Citgo convenience store on Martin Luther King Jr. Drive in Winston-Salem, said he sells about 50 cans of Four Loco a day.

There's "a lot of alcohol in it," Willmer said of the beverage. "It's no good for people."

Journal reporter John Hinton and The Associated Press contributed to this report.

as cheating because he is so busy, working full time and going to college full time, that he otherwise would be unable to succeed.

He said it helps him to do the work needed to pass his classes: "It can make the difference between a B and an A on a paper."



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Palmer discusses visits to Iraq Amazon to create

a soldier in 2004, experiencing what he called a "cycle of tedium and terror."

"One of the decisions that I made early on in my first trip, in which I was just reporting, was that I would not simply go to the places where there was shooting," he said.

Instead Palmer decided to document the whole experience of the regiment with trips in 2005 and 2006 as the battalion moved from Iraq's Babil province to volatile and violent Anbar province.

"I wanted to be with them so I could get a sense of this

to see what it looked like on a day-to-day basis," Palmer said. "There is a tremendous amount of tedium."

Palmer's film captured the life of a solider: often monotonous but perforated by the spontaneous and blindsiding moments of alarm. Such events included the detonation of improvised explosive devices and spontaneous mortar attacks that challenged the soldiers' resolve.

"Mortars, these little rocket-bombs, land in the middle of camp and sometimes they hit no one. Sometimes they hit people and killed them. That

Ajon Brodie The Triangle Filmmaker Brian Palmer discusses his experiences during his time with the First Battalion, Second Marine Regiment in Iraq

I was there, and several when I wasn't." Palmer said. The film also documented the frustration the Marines had with these random acts of ag-

gression. Oftentimes sleeping when attacks occur, soldiers are essentially instructed to retreat to a bunker and wait out the assault. Additionally, they had to deal with the loss of friends and comrades when insurgent mortars claimed the lives of fellow Marines.

"Your train-"You can't really build ing only teaches you, in that sense, to proyourself; tect not to respond. I think that's tremendously frustrating, but that's also the

nature of a guerilla war," Palmer said.

While analyzing the psychological ramifications of battle, "Full Disclosure" also aims to express frustration with the current state of relations between soldiers and Iraqi citizens, noting a cultural disconnect.

"I don't think I had any understanding of the degree to which Marines could not communicate with Iraqi civilians. The translators were terrible, and I didn't meet any Marine who went off the base who was fluent in Arabic," Palmer said.

Through the screening, Palmer wanted students to conceptualize this lack of communication. In a political sense, the film is a call to arms. It exposes the lack of governmental facility for open communication between the Iraqi citizens and the coalition soldiers who interacted with them.

Palmer asserted that there was "no real incentive to understand what [Iraqis] wanted or thought," adding, "That amount

American occupation. I wanted happened a couple times when of power blinds you to the fact that there is another side, that there is another way of doing things, and by listening, you may become a little more effective."

> This is a major point of the documentary. Palmer hopes to enlighten both students at Drexel and the general public about the improvisational approach to communicating with the Iraqis that the soldiers developed. The film also notes that current protocol has consequences,

> > and aims to provide a response to the "profound flaws in assumptions and [military] strategy." "What

> > want in every audience

is for people to pay attention and notice the quality of interaction between young Marines and the Iraqis of all ages who they encounter. That to me is instructive," Palmer said.

After the film Palmer was open to answering questions students had about the life of an embedded reporter in a warzone. He said that he hopes to establish a sense of understanding among students that nation building is more effective with an open flow of communication than with guns.

"You can't really build anything with a gun. And you can't build anything when you can't communicate with the people that you are hoping to build for," Palmer told students.

As an alternative, Palmer suggested that by better equipping our soldiers to communicate with and listen to the Iraqis we could make headway in the area of international relations, and steer away from what he called the unproductive nature of guerilla warfare.

films from public Ben Fritz LOS ANGELES TIMES news@thetriangle.org

The company that pioneered online book sales wants to go Hollywood.

Amazon, the world's largest online retailer, is launching a website that lets users upload scripts and movie samples and then use community tools to evaluate and edit one another's work.

Submissions judged the most promising by a panel of experts and company executives will be brought to Warner Bros., where Amazon has signed a deal in hopes of producing feature films under the Amazon Studios name.

Amazon Studios Director Roy Price said his company put the venture together to apply digital technology to the still-arcane process of submitting and developing movie projects for studios.

"It's much easier now to make movies, but it's still as hard as ever to break into Hollywood," said Price, who is also Amazon's director of digital product development. "We think we can play an interesting role in changing that."

Users can submit full-length scripts and additional material, including storyboards or fully produced films, to the Amazon Studios site. Other users will then be able to comment or rate the content and even revise it without the permission of the original creator.

In exchange for putting their material in play, users give Amazon an 18-month period of exclusive rights an "option" in industry parlance to their work. That type of restriction without payment is likely to deter established filmmakers and screenwriters and make Amazon Studios a home for rookies only.

But a panel of judges, including "Top Gun" screenwriter Jack Epps Jr. and "Bottle Rocket" producer Michael Taylor, will look at the highest-rated material and award monthly and yearly prizes to screenplays and films, Amazon said. Through the end of 2011, the prizes will total \$2.7 million.

Amazon can then take projects to Warner Bros. If Warner passes, Amazon can pitch the projects to other studios. A writer or director whose submission is turned into a theatrically released film by a studio would receive \$200,000 from Amazon.

Unlike first-look deals with established producers who work on the studio's Burbank lot, Warner Bros. is not committing any money to Amazon, only agreeing to look at ideas that it submits.

Given the long odds faced by most projects submitted by even well-known producers in Hollywood, the chances of any material uploaded to Amazon Studios turning into a movie are slim.

Still, Price said, Amazon Studios is not designed as a vanity project or simply to get low-budget movies made for his company's DVD sales and digital distribution businesses.

"The goal is to get commercial feature films made and distributed through the studio system," he said. "That's the only way this project can make any money."



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anything with a gun. And you can't build anything when you can't communicate." -Brian Palmer

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Drexel University College of Medicine is a separate not-for-profit subsidiary of Drexel University.

dominates in e-mail users

Microsoft's Hotmail and Yahoo Mail are the world's most popular e-mail services, but Google's Gmail has the most momentum, with Hotmail, Yahoo and AOL all losing share during the past 12 months. Facebook is widely expected to launch its own e-mail service.

E-mail service	Global audience in Sept. 2010 (in millions)		Change since Sept. 2009	
Microsoft Hotmai			361.7	-2.8%
Yahoo Mai		273.1		-10%
Google Gmai		193.3		+21%
QQ.com Mai	86.4			+4%
163.com Mai	46.8			+17%
AOL Mai	30.8			-18%
Source: ComScore Graphic: San Jose Mercury N	lews			© 2010 MCT

FACEBOOK FROM PAGE 3

Facebook's current messaging system allows users to interact only with others on Facebook. The new service will let them communicate with any e-mail service. It will also have a "social inbox" that filters messages from people who are not part of a user's social circle on Facebook. Facebook will also show ads in Messages.

But the new service could set off privacy alarm bells: Every conversation will be kept for posterity, unless users delete them. Some also worry that becoming the dominant communications hub would hand too much power to Facebook.

"The notion of letting Facebook essentially capture my identity online is not just disturbing, but dangerous," Dan Gillmor, director of the Knight Center for Digital Media Entrepreneurship at Arizona State University's Walter Cronkite School of Journalism and Mass Communication, wrote on Salon.com.

"The company has shown repeatedly that its assurances on privacy are at best treated with skepticism. But that's only part of the issue," he said. "If you let Facebook become the method by which you are known online, you are giving it permission to start charging you for the privilege someday. The only party who should own your identity online is you."

Help fill these pages! Write for The Triangle.

E-mail staff@thetrianlge.org

PALMER FROM PAGE 1