

“Mind of the World” Phreno Cosmian



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Local business profile: Xtreme Trendz on Main Street Chicago Marathon Follow-up

By Christopher Wick

Small business comes in all forms, but they are mainly defined as an independent, privately owned and operated business. Some last a long time, and others do not last very long at all. A small business evolves as the person creates, organizes, operates, and assumes the risk for a business venture. The successful stories can serve as guideposts, as well as being an inspiration.

When thinking of a successful small business in Mitchell to write about, the first place that popped into my mind was Xtreme Trendz, a locally owned and operated private business that was started almost 19 years ago by Bob Wieger. I have admired his work for a long time, so when I began putting together my ideas of features on business or small businesses, he was first on my list to ask for an interview. He generously agreed to take time from his busy schedule to share with me some of his thoughts about planning and running his business.

There are different legal forms of ownership taken for a business. His store is a sole-proprietorship form of business. After graduating Mitchell High School in 1988, Bob went to work full-time at Shopko where he was a hardworking and dedicated employee for the toys, hardware, and automotive departments. After four to five years, he decided he wanted to be his own boss. He stated his desire came from not wanting to deal with the hassle of management and wanted to deal with the stress, hardships and good of business on his own. It was a decision he has not regretted.

Xtreme Trendz is a clothing, shoe and hard goods store with most brands tied to the action or extreme sports industry. It began and opened in 1992, starting as



Photo by Christopher Wick

Owner Bob Wieger stands behind the counter at his store, Xtreme Trendz.

a CD store, and eventually carried clothing and brands not offered at other businesses in town. The store moved to downtown Main Street, Mitchell in 1999. After a couple of tough years with the on surge of technology taking away from the sale of CD's and the music industry, he realized that Mitchell was too small of a market and added several lines of clothing to make his store what it has become today. He had to reinvent himself a bit. He said, "After the onset of Napster and illegal downloads in the early 2000's, I decided to switch up the business a little and add action sports." He has continually expanded to keep up with the trends of an ever-changing society to make customers happy and to keep new customers coming back.

Wieger started out trying to offer something nobody else did at the time

and still believes in this motto. The uniqueness of the store is apparent when you first step foot inside, you'll probably notice the neatly painted green wall at the front decked out with posters, logos and more. The store is quite large for what they offer. There are autographed posters and pictures on the walls as well as tons of bikes and merchandise. Xtreme Trends offers many products such as clothing, shoes, skateboards, and Discs for a new trend, disc golfing, as well as hard goods from most of the biggest names in the action sports industry – Fox, Quiksilver, Hurley, DC, Etnies, Puma, Volcom, and Haro. He even provides a bike and skateboard repair service to his cus-

- Xtreme Trendz

Continued on page 11

By Amanda Dixon

There were around 45,000 entrants in the Chicago Marathon. Each runner was in the marathon for their own reasons. Dr. Simmons was entered in celebration of his open heart surgery ten years ago and to raise funds on behalf of The Center for the Church and Global AIDS.

The temperature was a scorching ninety degrees on Sunday, October 10th in Chicago, Illinois. At eight a.m., it was seventy-five degrees. Dr. Donald Simmons said, "You could just feel the heat coming."

He completed the marathon in six hours and eight minutes. He finished in 33,167th place.

"It was a great feeling funning after I reached the twenty-six mile marker. I was feeling no pain, only exhilaration and huge thirst," he said.

Before the marathon began, Dr. Simmons was just worried about the race in general. He was not even sure he would be able to do it. "I had so many people supporting me and wishing me well that I really didn't want to let anyone down," he said.

For the first thirteen miles, he just jogged and set a pace for himself so he would be able to finish. After those initial thirteen miles, Dr. Simmons realized just how far he had to go and his excitement waned.

It was the twenty mile marker before that excitement came back to him. It was also around this time that his legs just wanted to stop. Two to four miles later he really wanted to quit, but the thought of his legs cramping kept him going.

- Chicago Marathon

Continued on page 3

Editorial: Kick that T.V. habit

By *Emily Nicolaisen*

Editor, *Phreno Cosmian*

Input, Achiever, Individualization,

Learner, Futuristic



"Television has made America a nation of watchers, not doers."

How many hours do you spend watching the television? According to The Census Bureau, Americans spend an average of 65 days watching the television per year, which is 25% of their waking hours. Of course I am not "anti-television" (I mean, come on, Everybody Loves Raymond!), but 65 days a year wasted in front of the "picture box" seems a little excessive.

The major contributor, in my opinion, to this nationwide pastime is a parent who uses television as a babysitter for his or her child or children. Sure, it is simple. Come home, sit the kids on the couch, and smack the "on" button. But then the kids get used to watching the television as a time-filler, as if reading,

exploring, or utilizing their creativity in any manner were even options at all.

This brings me to my next point: America is not "becoming" obese—it is obese. There is nothing wrong with turning on the television to unwind, to watch the news, or to watch the football game, but the majority of individuals are taking relaxing to the extreme and turning it into laziness.

It is not just children growing up with their eyeballs glued to the television screen that bothers me, but it is adults as well. I think about all the intellectual individuals and the potential they have, it makes me sick to wonder if the next Albert Einstein or Thomas Edison is wasting away valuable hours of productivity because he or she is utterly consumed in the latest Jersey Shore episode

or America's Funniest Home Videos. (By the way, I never understood how people could watch America's Funniest Home Videos...After the twenty billionth time of watching random strangers "biff" it, is it really still that entertaining?)

My next major point may seem bold, but that will not refrain me from sharing my thoughts. When I turn on the television to see multiple channels broadcasting sitcoms with cheesy humor, news channels with biased results, and reality television shows with ditzy girls, I just feel dumber within the first three minutes. Honestly, half the time when I turn the television on, I turn it off within ten minutes. Don't get the wrong idea, I am not a snooty-nosed, fun sucking, goody-two-shoes...but I just feel like there is a better way to spend my time than to become a couch potato.

Not every person who shuts off the television to find something more productive to do needs to invent the wheel or win a Nobel Prize in Physics, but there are several little things one can do to improve his or her day or way of living. For example, whenever I find a spare moment (which comes about as often as Halley's Comet), I try to build my relationships with friends and family in order to keep them healthy and keep myself sane. It may seem too simple or sound to lame, but maintaining healthy relationships should be a major priority for everyone. Studies show that people with healthy relationships really do have less stress and more happiness.

For example, sometimes when I find a moment of downtime, I call my mother to catch up and play a quick card game or two. She loves to hear from me, I

have a blast winning the card game (okay, so I don't always win...), and no television was involved.

Now don't think of me as "that girl who hates TV," because that is far from the truth—in fact, there are five television sets in my home! I just want people to keep in mind that if there is something better that they should/could be doing, which there usually is, then they should do it. Hide the remote.

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must indicate on each
submission
for which category they are
submitting.

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Index

Page 3.....Social Networking
Page 4.....Student Profile
Page 5.....Breast Cancer Survivor
Page 6.....CORE Classes
Page 7.....Vote Yes on 12 Organizer
Page 8.....Arts
Page 9.....Alison's Story
Page 10.....Opinions
Page 11.....Eng. 111 essay
Page 12.....Olympic Fall Games

An Insight to Social Networking

By Christopher Wick

A good solid education and experience is definitely helpful for a good résumé and also an essential backbone to becoming a well-rounded individual who is ready to get their feet wet for their career choice. However, I think social networking if used correctly has the potential to be very helpful in today's world. Truth is that many good jobs and opportunities are attained by knowing the right people at the right time or being in the right place. That's something that can't be argued, but I'm not taking away anything from education because without education in today's society it's hard to achieve goals without having something to offer or to fall back on or to use to your benefit. Social networking is a better fit for some people than for others.

So just what is social networking? It could be in your neighborhood, town, your state, the Internet (virtual world) or anywhere. There are countless definitions available, so it's hard to define because it is always evolving. It is a social structure made up of individuals (or groups), that are interconnected by one or more mutual denominators – these could be friendship, family, common interest, business, jobs, friends, finance (buying or selling), likes or dislikes, relationships, beliefs, religious views, politics, and the list goes on. Social networking can occur anywhere and is popular with universities, corporations, business, and friendship networking web sites. In the virtual frame, the Internet is the most popular form of social networking. Social media sites are increasing in number and popularity immensely, looking for people who would like to expand their social circle or use it to further themselves professionally.

By putting yourself, your company, bio résumé or suchlike out to the world and by meeting all types of people more opportunities are available to you. Thus by networking you will meet lots of people along the way and have the opportunity to put your name out there and whatever thoughts, ideas, inventions, hobbies or other personal details of your life that

may connect you to people or business whom are looking for someone with your talent. That sounds great doesn't it? It is but only if you're willing to take the time to make yourself look as good as possible and doing it honestly. Think of it as a résumé, you want it to look as clean and professional as possible. Social networking has proven to be useful and has become a necessity in today's voyeuristic world. We need networking not only to further ourselves professionally but also to push ourselves to the limit. The bottom line is, that knowing a lot of people can be good.

Is it good? It can be if you use it properly and don't cross business with pleasure. If you want to find an employee or someone trained in a specific area, by networking you will know what exactly he or she does and be able to find more help, sometimes exactly what you need. On the other side, if you are looking to get your name out there, say as a great video editor or photographer it is in your best interest to create an online portfolio and show your work to others on social networking sites.

More businesses are using employee recruiting web sites to find the best-suited matches for employees. Many people are putting their bio or portfolio on the web so that they can give a possible job or employer instant access to what they have to offer. More businesses are beginning to create sites, fan pages and online virtual stores. Society is leaning on technology very heavily now.

Online Social networking establishes interconnected Internet communities, known as personal networks, to be able to help people make contacts that would be good for them to know, either in business, occupation or any aspect of life. When you begin college, for instance, you probably have accounts on various social web sites. This structure allows you to meet other people of familiar or common interests yet maintaining your identity and individuality. You create a profile and choose what others can see based on your settings. You can make friends, join groups, and

upload photos.

Is it bad? It sure can be if you use it incorrectly. You want to keep your e-mail, profile names, photos, and other personal info professional if you're looking to network for a job, or to meet mid-top level people in certain industries. Keep in mind that virtually anybody has the ability to potentially see what you are doing, saying or posting. Many people don't understand the impact of what you post or "do" on the World Wide Web. It has the potential to either help you by allowing others to seek you or really do nothing for you. Depending on what you use it for. If you are looking to stand out to seek viewers or potential job networking you will have to get creative to make it in social networking. There are "business only" social networking sites, with groups of professionals, which can help strengthen your personal bottom line.

Consider that whom you keep for contacts online or in your daily personal life can speak volumes to a potential employer or business partner, either good or bad. A lot of job recruiting websites use reference checking very seriously, considering the cost of hiring a bad employee in today's economy. Social networking websites can also add spice to your upstart business and even provide or add business value.

Your natural talents are gifts at birth. With networking and knowing more people and maintaining those relationships healthy by nurturing them, you have a chance for great opportunities to arise. Try to become aware of who you are, your talents and develop them into strengths. It is up to you to discover your natural signature talents and transform them through focus, practice and learning into consistent high performance. Focusing on what matters helps them reach clarity.

In the age of social networking sites, keep online what you don't mind others seeing. Just keep in mind that just like in "real life" your reputation precedes anything else. Don't be a friend collector. There are rules governing the assembly.

- Chicago Marathon Continued from page 1

At mile twenty-four, he started to really run. "My legs felt really light and I ran to the finish line. My last six miles was the fastest part of the run."

He said that when he reached mile marker twenty-six he was running, because if he slowed down in the slightest he figured he would just stop completely.

When I was interviewing, Dr. Simmons about the race he just really wanted to stress that he was helping The Center for the Church and Global AIDS.

Prior to the marathon, the public service and leadership class taught by Dr. Simmons sent out letters asking for donations. Since then, he has been receiving what was asked for.

The donations going to The Center for the Church and Global AIDS will then be given to a program in Meru, Kenya, Africa.

Since 2005, the program has helped seven-hundred and eighteen people who have declared their HIV-positive status. The Center for the Church and Global AIDS only sponsors one-hundred and fifty children out of 1,500.

"The program buys school uniforms, shoes, clothing, food to some, and sometimes shelter to those who have nowhere to stay. We also buy medicine for the affected ones and the sick," Bishop William Muriuki Mwongo said.

In the first article on the Chicago Marathon, I closed by discussing Dr. Simmons' future aspirations. One of which was climbing a mountain in the next few years.

It seems, though, that while on his way to climbing his own mountain, he's helping others climb theirs.



Students making the most of their college experience:

Natalie Roth - Nursing major

By Teagan Aguinaga



Natalie Roth and her mother, Cindy Roth.

Natalie Roth, 18, was born to Dan and Cindy Roth. She has one younger sister Megan, 14. Originally from Mitchell, Roth chose to come to Dakota Wesleyan mainly for the nursing program but she also says, "It's close to home and I really like the small atmosphere here. It was my best fit."

Along with majoring in nursing, Roth is a part of the DWU women's soccer team. She is also actively involved in

her church as a LCMS Lutheran. Her hobbies are skiing, camping, snowmobiling, hanging out with friends, four-wheeling, reading, and watching One Tree Hill. "I am obsessed with One Tree Hill! Did you see today's episode? It was so intense," Roth commented.

Natalie's favorite classes are chemistry and math. "I love all my math classes. I have always been good at it, because it

just comes so naturally to me."

When Natalie was younger, her mother was diagnosed with breast cancer. "I really don't remember much about everything my family and I had to go through. I was really young and it was right after my mom just had my baby sister. As a cancer survivor, my mom talks about it a lot with me though. I am very prone to this disease, because it runs on both sides of my family."

In honor of her mother, on October 13th, the women's soccer team dedicated the game against Mount Marty to her mom as a survivor. Each team member wore a pink "I love boobies" t-shirt for warm-up at the game to support breast cancer awareness. Roses were given out and t-shirts were signed by her teammates to give to Cindy to commemorate her strength.

"I personally talk to all my friends openly about this to make sure they are aware that it is a very common cancer in women," Roth said.

In honor of the month of October, various groups on campus have helped reach out to the community to support this cause. The volleyball team held a "Dig Pink" game in honor of this month and raised over \$1,000 to help support

(Photo submitted by Natalie Roth)

the You'll Never Walk Alone breast cancer foundation.

The You'll Never Walk Alone breast cancer foundation was founded by Mitchell resident and cancer survivor, Stacy Morgan. Their organization is to provide support and assistance to breast cancer patients, survivors, and their families.

Today, Natalie actively helps spread the word about breast cancer awareness. Everyday that she wears the breast cancer awareness bracelets, she is reminded that her mother is a survivor thanks to early detection. "If my mom didn't survive this deadly disease, I honestly don't know where I would be. She is the biggest influence in my life and I love her very much," Roth remarked.

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Personal Story of a Breast Cancer survivor, Renee Stewart

By Renee Stewart

October is in the pink; Breast Cancer Awareness Month is advertised all over for a good reason. Many women face the disease head on, either in their own life as a patient and hopeful survivor, or as a witness and supporter of another woman who is either a family member or a friend. Breast cancer strikes at the core of a woman, a vulnerable area of the proof of her femininity and worth of herself as a woman. A woman is often judged by what she looks like. Some men gauge her value by their ideals of what they consider the ideal woman. Often women fear that the man in their life will not value them if part of that cherished anatomy is missing. What is most important, of course, is the life of the woman and how she sees herself. She is not defined by a bra size, but by her intelligence and the contribution she makes within her family and community.

Four years ago, I had to face the issue of breast cancer and what it meant in my life. It was not the death sentence it used to be when my mother died of it back in the 1970's. However, breast cancer still takes women's lives—I was hoping that I would be a survivor. That was foremost in my mind. I had to erase the fear in my heart and one way I knew to do that was to do a lot of serious praying. I did the squalling and the bawling, and the "why me's?" but at the end I felt a deep and abiding assurance that God would see me through and I would survive.

I was fortunate when I started chemotherapy. I was given anti-nausea medication before the chemo and I would only feel a little queasy at times. My main problem was feeling weak and tired much of the time. I also had my treatment throughout the summer months so I was able to spend much of my time hanging out at the West End Bridge with my friends, either reading or snoozing in my camp chair and, if I was up to it, casting in a line to see if I could catch something more interesting

than a bull head.

I treated cancer as something that was passing through my life that I had to deal with but not to be the main focus of it. I didn't wear a wig either. It felt too scratchy and the sun felt wonderful on my bare head. I did not have to worry about a bad hair day all summer either.

After my chemo ended, I took some time to heal up. In April 2007, I went to work at Dakota Discovery Museum as an Office Assistant under Experience Work, a program where people over age 55 work part-time in nonprofit organizations. I enjoyed my job there and worked for a year and a half, but I really wanted to finish my degree. I enjoy History and Native American culture, so I decided to major in History and minor in Cultural Studies.

I have learned a lot and have had my challenges in life. I have had to decide whether an obstacle would stop me cold or could I find a way around or over that particular hurdle. I will not give in to despair or discouragement. I will not let someone marginalize me according to his or her perception of me. With God's help I will find my way and He will guide me in my life and open the doors to whatever He has planned for me. That deep assurance of His love and guidance is still with me—I believe that is a key factor of surviving anything. If you have that strong assurance in your life of His love, guidance and protection, you will come to the place in your life He has planned for you and it will be a good and meaningful life. I would say that is my most important lesson that I have learned as a breast cancer survivor.

The elections are just days away. Be sure to vote on the upcoming elections. To get your absentee ballot, visit www.LongDistanceVoter.org

Q & A WITH JEFF OLSON OF VILLAGE PEOPLE

Q: WHEN YOUR BAND WAS FIRST APPROACHED BY DWI TO PERFORM DURING HOMECOMING, WHAT WAS THE BAND'S REACTION?

* * *
A: "UH-OH! NAHH, I'M JUST KIDDING. NO PLACE IS A SURPRISE TO US ANYMORE. THEY WERE FINE WITH IT—I WAS ANXIETY RIDDEN."

Q: WHAT HAVE BEEN SOME OF YOUR MOST MEMORABLE TELEVISION APPEARANCES?

* * *
A: "DICK CLARK HAS BEEN A GREAT FRIEND OF OURS THROUGH THE YEARS. HE IS A GREAT GUY; WE HAVE DONE HIS SHOW SO MANY TIMES. WE DID CLOSE THE YANKEE STADIUM A COUPLE YEARS AGO—IT WAS THE LAST GAME PLAYED IN THAT STADIUM BEFORE THEY TORE IT DOWN. I THINK DEREK JETER HAS MY SUNGLASSES TOO—THEY WERE PRICEY."

Q: WHICH ORGANIZATIONS AND CLUBS WERE YOU INVOLVED WITH AS A STUDENT?

* * *
A: "I WAS THE BEENIE KING. I BELONGED TO THE SWIM TEAM, BUT THAT WAS ONLY HERE FOR ABOUT A YEAR... I DON'T EVEN REMEMBER HAVING A MEET. IT WAS LIKE A GARAGE BAND WITHOUT GIGS, ALTHOUGH I USED TO HAVE GIGS AT A BAR ON MAIN STREET."

[PAUSE]
A: "I USED TO BREAK INTO COLLEGE HALL TO THROW CLAY DOWN AND MAKE STUFF AT 2 OR 3 A.M. I'D BREAK INTO MUSIC HALL TO PLAY PIANO TOO."

Q: WHY DO YOU THINK "YMCA" FIRST CAUGHT ON WITH LISTENERS AND SOCIETY AT LARGE?

* * *
A: ED OLSON (BROTHER) INTERJECTED, "I LIKE THE LYRICS AND IT'S EASY TO DANCE TO!" JEFF OLSON ADDS, "A SONG HAS GOT TO HAVE A HOOK TO BE SUCCESSFUL, AND IT CAN'T BE TOO COMPLICATED. THE SONG WAS ACTUALLY MEANT TO BE FILLER ON AN ALBUM. IN TWO DAYS, WE HAD A SONG. NEIL BOGART FROM CASABLANCA WAS THE ONE WHO SAID IT'D BE THE HIT ON THE ALBUM."

Q: WHICH CLASS/PROFESSOR DO YOU REMEMBER THE MOST?

* * *
A: "I REMEMBER DR. PUTNAM, MY BIOLOGY PROFESSOR. HE REALLY ASSISTED ME IN GETTING THROUGH BIOLOGY. IT'S THAT HANDS-ON PERSONAL CARE THAT MAKES YOU LEARN AND WANT TO LEARN."

Q: DID YOU ATTEND CONCERTS AT THE CORN PALACE WHEN YOU WERE A STUDENT?

* * *
A: "THE VOGUES—THEY WERE REALLY GOOD."

Q: WHEN WAS THE LAST TIME YOU VISITED CAMPUS? WHAT ARE SOME OF THE BIGGEST CHANGES YOU HAVE NOTICED?

* * *
A: "TWO YEARS AGO WHEN I WATCHED MY NIECE GET MARRIED. IT WAS AN EXTRAORDINARY EXPERIENCE BECAUSE MY BROTHER INTRODUCED ME TO GEORGE MCGOVERN. I HAD PLASTERED ALL THE WALLS IN MY DORM ROOM WITH MCGOVERN POSTERS TO TERRORIZE MY ROOMMATE. EVERYTHING LOOKS SO DIFFERENT. ALLEN HALL LOOKS SIMILAR, BUT I CAN REMEMBER WHEN THE LIBRARY WASN'T EVEN HERE."

Q: HOW DOES IT FEEL TO BE THE ICON OF THE LATE SEVENTIES AND EIGHTIES?

* * *
A: "PRETTY FLATTERING. THERE HAVE BEEN SO MANY CULTURAL REFERENCES OVER THE YEARS BECAUSE WE HAVE MADE A MARK ON MUSIC. IT DOESN'T GET MORE ICONIC THAN THAT."

BY: EMILY NICOLAISEN

New General Education Course in Spring 2011: CORE class

By Tara Von Hofwegen

Starting in the spring semester, a new class will be introduced to the Dakota Wesleyan campus: COR 399.

For many of the returning students, you may remember taking COR 111 with Dr. Farney and Dr. Catalano. COR 399 will be a continuation of that class for the juniors, set up by Dr. Driedger of the English Department, and Dr. Pruitt of the Education Department.

This class will read two textbooks: "Composing a Civic Life" by Michael Berndt and Amy Muse and Thomas Friedman's "The World is Flat: A Brief History of the Twenty-First Century." To give the future students a little inside information, the books will talk about what it means to be a 21st Century citizen, the skills needed to live an examined life, and how to become a contributing member to your local and regional community. Thus, COR 399 will cover social issues based on where the students came from, where they are now, and where they might be going.

This mass media-influenced course will cover voting demographics, marketing, education, technology, and service learning. For those of you who don't like English, do not be intimidated,

"This is not an English course," stated Driedger. "This is an interdisciplinary course that should offer students a lot of real-world value."

The class of fifteen students will work together on one service project early in the semester, and then each student will design one of their own projects based on the needs of the region he or she will move to. "We will bring in local organizations and choose the project students will find the most beneficial," Driedger said. The partnerships developed with local organizations will turn the students into future community leaders. "The students can use the local experience to develop individual projects and to prepare for life after college," Driedger explained.

Driedger hopes the class is made up of those already involved with the community, and those who want to be involved. "Students will definitely help dictate the content of the course," stated Driedger.

The pilot section of COR 399 will be offered on Tuesdays and Thursdays at 1:00 p.m. Four sections of the junior-level COR course will follow in Fall 2011.

Wesleyan Words

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As you now know, "Students making the most of their college experience" is a regular feature. If you would like to nominate a student for a future profile, please fill out the following information and submit it to the Phreno mailbox, # 318. You can e-mail Emily Nicolaisen with nominations as well.

Students Making the Most of their College Experience Phreno Profile

Student who should be profiled:

Why the student should be profiled:

Your name: _____

Vote Yes on 12 Field Organizer comes to DWU to meet with *Phreno*

By *Tara Van Hofwegen and Christopher Wick*

With the 2010 General Election a few weeks away, the American Cancer Society and Field Organizer, Tanner Johnson, contacted us to do a story on the Vote Yes on 12 campaign. Dr. Driedger, Emily Nicolaisen, and Phreno writers Christopher Wick and Tara Van Hofwegen then met with him and found out what their campaign is all about, what a majority vote yes win will do, and what their goals are.

Referred Law 12 or Vote Yes on 12 was designed to give workers rights and give them freedom to work in a smoke free business or establishment. Despite what you may hear, if the Referred Law 12 passes it does not take away any person's right to smoke, but rather prohibits smoking in businesses to protect the employees' health. It will give workers the right to work at a smoke-free environment at the workplace by not allowing smoking inside business establishments. Most South Dakota bars, bowling alleys, and restaurants or a business with a liquor license allows smoking in their business. According to Johnson, it ultimately will be better for business and for the public of South Dakota.

Voting Yes on Referred Law 12 will protect workers and customers by making South Dakota businesses smoke-free. It wants to "give people the right to clean air," Johnson said. No one should have to choose between their health and their job. Everyone deserves the right to breathe clean air without the dangers of second-hand smoke. It has been proven that second-hand smoke is a serious health hazard.

The only exemptions would be a business that makes 80-85% of its profit revenue through tobacco or Tribal councils. Twenty eight states in the U.S. are already smoke-free and many major cities have gone completely smoke-free. Johnson made the comment, "The group is not trying to take cigarettes out of your cars and homes. It is just making business establishments smoke-free so that a worker can have the right to breathe clean air."

According to Johnson, the most important commodity for a business to run smoothly is its employees. Johnson said, "If employees are given proper workers rights then it will be a major step forward for South Dakota." If it wins a majority vote on November 2, 2010, the Governor will then notarize it on November 10, 2010. It will affect any business that serves alcohol.

Eng. 111 essay: "Loved Ones Back Home"

By *Ashley Stewart*

Have you ever wondered what people went through when a loved one was deployed to war? Have you ever wondered what to mail to the men and women at war? Have you ever wondered when they can call?

As men and women prepare for war, they must say goodbye to their loved ones and their friends. Many tears fall throughout the activation ceremony.

This is one of the hardest parts because this will be the last time you see them until they come home for good. As they leave you, a tear starts to fall, but the guys think, "I cannot cry I need to show them I am strong." Their loved ones shed tear after tear as they watch them go until they cannot see them anymore.

I will never forget the day that I said goodbye to my ex-boyfriend, (boyfriend at the time). Fred is a shorter athletic guy. He has dark hair and brown eyes. I remember I went to his activation ceremony and I worked that day also; I cried all the way back home and to work. I arrived at work with bloodshot eyes and my co-worker said I should not be there today. But I knew I needed to do something to keep my mind off of everything. This is also hard for the children. They will have to grow up for a year

without one of their parents. This could change a child for the worst, they could start to rebel or go into a depression.

When my ex-boyfriend and I had to say bye we were outside a gym in Madison, SD. He then decided he wanted me to take his car back to Kimball, so I had to go back to Hartford with him to his house. The ride to Hartford felt like it only took five min but it actually took a half hour. I did not want to say goodbye. The closer we got to his place the more tears seemed to form. We got to his house and he made me go inside and he gave me one of his hoodys and said whenever your sad put this on and remember I am always here for you.

When a soldier's loved ones and friends drive away, they go home and wait for them. Not seeing your loved ones for a year or year and a half is hard. The soldiers could only communicate by: E-mail, Skype, Facebook, and calling. They do not get to call very often. The people at home get to send packages to them and send them things that they ask for to improve their stay over there better. I always sent my ex boyfriend his favorite television show series, "Penguins of Madagascar." I remember how happy he was to actually have something to do to take his mind off of things.

When the soldier finally calls home, the loved one is always happy to hear their voice again. Whenever my ex-boyfriend called me, I was happy to hear his voice. I always wanted to know what was going on but I knew he could not tell me anything because it was against regulation. The soldier always likes to hear what is new back home. They only have a certain amount of time to talk, usually about five or ten minutes. Always make sure you say I love you because you never know if you can say it again.

When my ex-boyfriend went over I would never say goodbye; I would say, "talk to you later" because to me saying goodbye means I will never see or talk to you again. It made us feel better in the end. I would stay up late waiting for him to get on Facebook so we could talk. If he did not log on at 11:00 pm then I would go to bed praying for him

to be okay.

You always have to keep a positive outlook on everything going into something like this. Keep your friends and family close to you, they will be there to help you through everything, even if it is just a shoulder to cry on they are there for you no matter what.

My best friend's husband went to war in Iraq and when he was gone she was devastated. She was not herself. I remember staying up late talking to her on the phone, saying he is going to be fine, he will come back home, and you guys will finally be together again. Whenever her cell phone rang she would stop breathing until she knew who it was. It was usually him and I could tell when it was him because she would get this giant grin. Later, when they had to say "Talk to you later," I saw tears forming. She will be going through this again in about six months.

As time got closer for my ex-boyfriend to return, the more excited everyone got to see him. I was not able to go to his deactivation ceremony because I had class that day. He did not want me missing class. I have not seen him yet, but from his texts he seems like he is the same happy- go-lucky guy. He is always happy and doesn't take life so seriously.

Fred and I broke up while we were over there. He did not think that he was going to make it back alive, but I knew he was going to. He wanted me to move on and find some other guy that can be there for me. When he said that to me I was thinking, "You are there for me it doesn't matter if you are in a different country." We are now close friends and still talk a lot.

Remember to always help support our service men and women. They are going through a hard time by leaving their loved ones.

Find past issues of the
Phreno at
www.dwu.edu/phreno/

ARTS

To Defeat A Dark Lord: Part III

By Ariel Ptak

The first day's march across the plains was long, hard, and exerted Jerrad beyond anything he'd ever done before. By all rights, he should have collapsed into the spare cloak turned blanket that night and been dead to the world by the time he hit the ground. Instead, he felt unaccountably fidgety, both in his sore body and his overwhelmed mind, and so soon enough he found himself sitting up and studying each of his new, sleeping companions in turn, though there was little light between the stars and the low-burning fire.

"You're wondering how such an odd bunch came together, aren't you?"

Jerrad jumped a little and his head swung about sluggishly. He had momentarily forgotten that Tamarashi was still awake, having volunteered for the first shift watching against any dangers that might come in the night. She sat nearby, facing away from the fire. Her face was completely in shadow.

"Not really," Jerrad replied quietly, "but...I suppose I was earlier."

"There is war."

"Really? Seola's at war, too. Has been for a long time. Nothing huge, just a lot of border fights according to Sylvester, my advisor..."

Tamarashi was silent for a long time before she spoke again.

"I've never heard of Seola. Of course, you did say it was in the mountains, and we haven't had much contact with the people living in or beyond those peaks. The only nation we know of is Monsand, and more recently the nation we call Kage."

"I don't know either one," Jerrad admitted. "We call everything outside our valley the Outlands, and I've never found any writings about them in the archives."

"You said your nation was at war. Against whom?"

Jerrad shrugged, though he realized belatedly that Tamarashi probably couldn't have seen it, since she was still peering into the darkness at his back.

"Just an outside country. I don't know much more, except that they use a red banner with a black circle painted on its center—I saw one once, taken from a recent skirmish."

"A black circle...a black eclipse, you mean, on a red sky," Tamarashi said. Jerrad had already gotten the impression of a very serious young woman, but now her voice was positively grim. "I know that sign. It's the one carried by Kagian forces when they ransack villages and threaten cities. It seems our wars are the same."

"Oh," Jerrad said blankly. He couldn't think of a better response, for as sleepless as his mind felt it was simultaneously fuzzy and half-blank. Besides, overseeing the fighting was the one duty Sylvester insisted on taking care of himself, new as Jerrad was to the throne. In truth he knew very few details about this border war, save that it had carried on in sporadic bursts for most of his reign—all of five years.

"How can you know so little?" Tamarashi asked suddenly.

Jerrad blinked at the side of her head slowly.

"Little?"

"You don't know the exact location of your home—only that it is within the mountains themselves. You don't know the enemy your home faces—only that it carries a red banner with a black 'circle' upon it. You don't know anything of the nations outside of your own—not their names, not their rulers, nothing. In fact, if not for your appearance, signet ring, and certain behaviors, I would have thought you were not a king at all. Just a trickster."

"I don't know because I've never been told," Jerrad replied, feeling just slightly insulted. "I told you; there's nothing specific about the Outlands in my home's writings. I've looked. And I think it's better to leave a war to someone who knows what he's doing, so I haven't asked much after it. I'm not unintelligent."

"I apologize. I didn't mean to imply that you were," Tamarashi said stiffly. After

Delinquents

By Jane Nemeth



another long uncomfortable pause, she spoke up softly. "Have you ever thought about what it truly means to be a king—a leader?"

"No. Not really. Why?"

"I have. And though I feel confident in my conclusions, I must admit that I'm curious whether others share my views."

"What are they?"

He saw Tamarashi tilt her head back slightly.

"Just this: a leader is he who steps forward while everyone else hangs back in

fear. He shows them what needs to be done by acting himself, and as he is the first one forward he is also the last one back. If for the good of his people, he does what must be done."

"That's very thought-out," Jerrad remarked. "Who are you?"

"I am Tamarashi. If you meant, 'where or who do I come from,' I'm the only child of a Lord of Aldine. Leadership is in my blood and in my future, assuming

**- To Defeat a Dark Lord
Continued on page 11**

Alison's Story

By Jane Nemeth



(Comic by Jane Nemeth)

***Look for Jane's story to be continued in future Phreno issues.**

I found myself in a highly compromising position. The beautiful maiden standing directly in front of me, hands clutched tightly around my arms, blush staining her face, had just declared her love. I could feel my cheeks heat up at the statement, and I looked away to my left.

And there he was.

The tragically heartbroken figure of my closest friend crouched behind one of the desks in the science lab, his eyes shining and running over with tears (he tended to be very emotional) as he absorbed the scene before him. Time seemed to slow down a little then, for all of us.

And then it hit me.

This definitely looked really bad.

Let me take you back a little ways, to explain how the uncomfortable and

painfully awkward circumstances were set into motion.

To start, or rather clear up some confusion, my name is Alison J. Watari (no, I am not a girl). I care very much for my best friend, Oscar Archibald Lennington. We've known each other since we were very young, teaming up to take down playground bullies, extracting angry cats from towering trees, and throwing all of our energy into any crazy adventure our creative thinking could dream up.

We have also come to influence each other strongly as well. When Oscar wasn't around, I felt the need to liven things up and throw my energy into something seriously, no matter how ridiculous, because he wasn't there to do so. Oscar picked up a taste for Japanese culture and determined to learn as much as he could to 'strengthen our bond,' as he put it.

If I were to sum him up in one word, it would be pure. Very, very pure.

Oscar himself is a very optimistic and positive person. With an ever-present smile on his face, he plows through his days with a love for life and everything in it. He takes everything with a smile, looking at the glass as half full with endless possibilities for change.

Wearing that rather large heart of his on his sleeve, Oscar cries openly during sad movies or whilst reading books. He listens to people's problems no matter how insignificant. He feeds the strays that come to rest outside the front door. In his every action, he illustrates what a hopelessly sensitive, endearing, and romantic person he can be.

So, it was no surprise when he fell in love with Juliet, and life became all roses to him. Er, more so than it already was.

The lucky lady herself is the confident Juliet, who was always looking directly ahead. Her skin is very fair, the effect of which is heightened by her dark and glossy hair, traveling down in waves to her slim waist. Atop her head always sits a loose-fitting hat of deep red.

To say she stands out in a crowd is a bit of an understatement.

Rather than her beauty, though, it is her blatant self-assurance and direct nature

- Alison's Story

Continued on page 11

Poem: A Misleading Love

By Ada Guevara

What is true love?
 What happens when you think you have found a true love—
 But that love is prohibited?
 Should you forget about it and—
 Put your eyes on someone else or see what can happen?
 It can be a feeling of love, passion, or guilt—
 Is it your own fault when fallen in love—
 With someone who you know is not meant for you?
 What happens when the person you love—
 Is with someone close to you?
 Does loving someone you know is not for you—
 Make you a bad person—
 Does it mean you are going to Hell—
 Does it mean you are a traitor and—
 Do not love that close person?
 Is it worst when that person loves you back—
 Actually, when that love loves you both?
 What a lie, it is misleading—
 Should you run before it is too late?
 Before it is too complicated and hurt others?
 Why are there misleading loves?

OPINIONS

Amber's Reflective Perspective: Public Smoking

By Amber Hiles

We have all heard the debate about people smoking in public. The opinions you hear from smokers and non-smokers are mostly general. The smokers do not want to give up their freedom to smoke where they please while the non-smokers are pushing for a healthier environment for everyone.

I believe that people smoking in public places is inappropriate. Various places like outdoor concerts, carnivals, car shows, and other family events are full of people of all ages: babies, teens, adults, and the elderly. Some parents, and there are some, are not bothered by people smoking around their children. Others care a great deal about their family's health and well-being. A family may choose to not take their kids to an event because there will be smoking in the area.

I have heard some smokers say that they felt that anti-smoking campaigns were prejudiced. I firmly believe that people have the choice to do as they please as long as they are not hurting others. When you are smoking around someone, if they do not smoke, you should be courteous enough to ask them if it bothers them. If it does, take your smoke cloud elsewhere. If the smokers argue that they are being treated unfairly, perhaps they need to consider that they are also being unfair to others.

Referring to the anti-smoking campaign, student Sarah Owens, 19, said, "I think that it is just looking out for everyone's health, including people who smoke." She hopes that if there are more restrictions on where smokers can and cannot smoke, hopefully they will choose to smoke less or give it up completely.

Innumerable times I have walked down the street with my son in his stroller and moseyed past people sitting on the curb or standing idly outside of a retailer having a cigarette. They are not

the only ones puffing the smoke. Not only did I get a whiff of it, but so did my 11-month-old son. His little growing lungs should not be subjected to harmful chemicals, and we should not have to cross over to the other side of the street every time we see someone smoking. Do we dodge traffic to avoid the harmful chemicals or risk the smoker flicking their cigarette butt in our direction and possibly starting my hair on fire? Neither option seems very appealing to me.

A friend of mine recently told me that she has an automatic reaction to cigarette smoke that causes her breathing problems and a high level of anxiety. Some people are affected so much that if they are near someone who is smoking, they could have an episode that would result in hospitalization. The smokers say it is not fair that they cannot smoke where they want. I say it is not fair for people to be afraid for their health when they go to get a corn dog at the fair.

Student Christen Mitchell, 20, agrees. "I feel people should only be able to smoke in designated areas. Some individuals do not like smoke and cannot stand being around it."

I know people who would like to hang out at a lounge. They would sit under neon advertising signs to enjoy a drink, eat a pizza, or just to watch the Dolphins or White Sox. Unfortunately, they avoid these establishments because the amount of smoke in the building gives them a headache or messes with their sinuses. In some places, you almost need a map to find the door because the haze is so thick from the 50+ people smoking.

Not only is cigarette smoke bad for smokers and the people around them, but it could also send an inappropriate message to children that see adults smoking every day. Kids see people smoking around them and then they want to smoke. They look up to adults.

They want to be like them. I suggest sending healthy messages rather than sending a message that could kill them or cause health problems.

Think back to when you were a child or in high school. When I was a kid, there were smokers everywhere and the only anti-smoking campaign was my D.A.R.E class in 6th grade. People lit up on the streets, on television, and even in kids' movies. Cruella Deville was a smoker. Claudia on "The Chipmunk Adventure" always had a "cig" in her hand. The cool-looking cowboys smoked. The sexy women wearing lavish designer dresses were photographed with Virginia Slims. Back when I was a kid, smoking was portrayed as cool, dude.

Of course, it is your choice to chase that nicotine buzz, but have some respect for the people in your community and keep your addiction out of the public eye. Smoke at your house or in your backyard. Go ahead and puff in a designated area.

Oh, by the way... I am a smoker.

Movie Review: *Social Network*

By Jared Ciavarella

Known more commonly as the Facebook movie, *Social Network* is about its creation by Mark Zuckerberg and his rise to fame and money. Facebook, the invention that changed the world in 2004, has left a permanent mark on the world and changed our culture forever. But this movie is not just about the creation of Facebook, it is about the inescapable need for acceptance each one of us carries.

The movie opens with Mark talking to his girlfriend about getting into one of the most exclusive clubs on the Harvard campus. Why? Because it is exclusive, a theme that carries on throughout the whole movie. While explaining this, Zuckerberg inadvertently hurls constant insults at his girlfriend.

It is apparent at the start of the movie all the way until the credits role that

Zuckerberg has serious personality problems, a fact that is most apparent in the bar. He gives off a constant aura of superiority. His girlfriend rightfully dumps him and he storms off to his room to post a public blog that hurts her reputation.

Facebook becomes a billion dollar idea that leads Zuckerberg into much trouble. He deals with simultaneous lawsuits, one coming from his best friend. You may be tempted to feel sympathy, but at no point in the movie does the director attempt to make you feel sorry for him. Make no mistake, Zuckerberg is a tyrant and was unstoppable. Every effort he puts forth to gain acceptance winds up hurting someone.

All of us can relate to Zuckerberg however; that is what will keep you glued to your seat. All of us desire what he desired, acceptance. This is a movie I would recommend everyone in the culture of Facebook see. This movie deserves a perfect 5 out of 5 stars.

Introducing the Phreno Staff:

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Creative Writer - Ariel Ptak

Cartoonist/Creative Writer - Jane Nemeth

- To Defeat a Dark Lord Continued from page 8

I live so long.”
Jerrad stared in confusion. Tamarashi certainly didn't look sickly to him, and though accidents were always possible only the truly pessimistic would be so certain of his life ending in one. Aware that he could be treading on personal ground, he fidgeted with his blanket-cloak before asking what was on his mind.

“Why wouldn't you live?”
“We go to overthrow the Dark Lord of Kage.”

“What? Just the four of you?”

“We have our reasons, both for our number and for our participation. Mine is as I have said: I will do what must be done and step forward to protect my people. As any leader should.”

Jerrad's gut twisted and his throat stuck. Tamarashi never voiced the thought, but still the words “and what of you?” seemed to ring in his ears and mind.

“I...I just want...I need to go home,” he muttered, and without another word he lay down and waited for sleep to find him. But between the cold, hard ground and the memory of Tamarashi's words, he waited a very long time indeed.

- Alison's Story Continued from page 9

that my friend is drawn to. They compliment each other quite nicely, actually. Oscar constantly floating on air and fantastic ideals while Juliet keeps him tethered with an anchor for reality, causing my initial hesitance at their colliding dispositions to disappear.

Up until Thursday, anyway.

Shuffling sleepily in the hallway after a particularly droning math class, my mind on other things, I was struck out of my stupor by the appearance of Juliet waiting by my locker with her arms folded. Her eyes scanned the crowd, obviously looking for someone (myself, I assumed), her expression anxious.

A feeling of trepidation bubbled up in the pit of my stomach. I ignored the emotion, and kept walking with, with a little more awareness.

As I came into her view, I saw her body stiffen and her plump lips tighten and thin. I had never seen her so unlike herself and that feeling of unease surged up again. I pushed it aside again and stretched my mouth into my usual tired smile.

“Hello, Juliet,” I greeted carefully, still smiling, working on the combination to

my locker.

“Alison.”

Her eyes were now glued to the floor and I didn't comment on the lack of cordiality in her greeting. Opening my locker and selecting between the hefty books I would need for assignments.

“You all right?” Asking cautiously, I chanced a glance at her. Juliet and I got on pretty well, but we were still in the awkward stage of not being completely comfortable interacting with each other.

“Fine, I'm fine. Ye-s, fine indeed,” she answered nervously, looking anywhere but myself. I stared back at her quizzically, still fishing for another book

“That's good. You looked kind of...not yourself back there.” I fiddled with the zipper to my backpack, locker door still hanging open, hallway emptying. “You sure you're okay?”

Surreptitiously, her eyes swept about the hallway. The teachers that were previously standing outside their classrooms bidding farewell to departing students had entered back into their rooms. The few wayward students that had been milling about lumbered away to the exit. I was now keenly aware of the pressing solitude.

As Juliet came to this assessment herself, her manner changed a bit. She altered to stand in front of me, rather than lamely off to the side. Her deep brown eyes hardened with determination, as if she was lunging over some inner hurdle. The emotion I had been pushing away came back, curdling still at the pit of my stomach.

I gulped.

Juliet didn't seem to notice.

“Alison, I have a question. And maybe...well,” she furrowed her brow in thought. “Well, just answer this question first please.”

I nodded slowly, dumbly, the worry increasing a notch (or four).

“Do you...doyouthinkOscarmightget-tiredofme?” she released in a rush of breath, blushing furiously.

“Sorry?” I asked, not quite getting it.

Huffing at the expense of having to confide a second time, Juliet cleared her throat, still red. “Do you think Oscar might be getting tired of me?” she whispered as furious as her blush.

As my mind digested this information, my apprehension melted into relief which I'm sure showed in my face.

“Well?” she asked, impatiently waiting for a verbal answer

I had to laugh a little, which earned me a glare from Juliet. Never had I seen anyone, real life or fiction, so deeply in love. It would almost be annoying if it weren't for the fact that this was Oscar and he always meant everything he said or did, no matter how sappy (things like that didn't embarrass him).

“Sorry for laughing,” I apologized, grinning a bit. “But to answer your question I would say no. Maybe if he was hit in the head very, very hard, repeatedly, for the next year. Or five.” My eyebrow lifted questioningly while my mouth refused to drop its smile.

“Alison's Story” to be continued next issue

- Xtreme Trendz Continued from page 1

tomers.

On a daily basis he does the following: paper and bookwork, ordering merchandise, checking in and displaying merchandise and customer assistance. He says, “It's definitely not one of the big chain cookie cutter stores.” All of the profits stay in the Mitchell atmosphere and go back into Mitchell. On Main Street businesses he said, “It is vital for small town businesses to communicate. I think Main Street needs to all get on the same page and start acting more like a strip mall, instead of a bunch of individual businesses. There are some great shops on Main Street. More people should check them out.” This attitude of communication is something, which I also ascribe to.

The cornerstone of his business is keeping with trends because ultimately, it is vital to staying in business. “You must evolve as a business,” he said. He consistently offers cutting edge products at the best possible prices. He also offers a customer rewards program to reward his best customers. Xtreme Trendz also offers a discount for all Dakota Wesleyan University students with a student identification card.

DAKOTA WESLEYAN'S RESEARCH AND SCHOLARSHIP COMMITTEE WOULD LIKE TO RECOGNIZE THE HARD WORK OF THE FOLLOWING STUDENTS WHO HAVE SOUGHT OPPORTUNITIES TO EXPAND THEIR PERSONAL AND PROFESSIONAL HORIZONS AND, AS PART OF THE DWU HONORS PROGRAM, HAVE BECOME LEADERS IN THE DWU LEARNING COMMUNITY:

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OLYMPIC FALL GAMES



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