

[Various Editors. (2009-2013). Andrew Torba coverage in The Aquinas, University Press Releases, The Scranton Journal. University of Scranton. Reproduced for educational purposes only. Fair Use. Source: <https://digitalservices.scranton.edu/digital/search/searchterm/torba/field/all/mode/all/conn/and>]

Searching items in: **All Collections**

▼ Refine



Search Terms:

torba ✕



Records 1-20 of 23



1

2





**The Scranton
Journal Spring 2012**

(/digital/collection/prpubs/id/25/rec/1)



**The Scranton
Journal Fall 2012**

(/digital/collection/prpubs/id/26/rec/2)



**The Aquinas
2013-09-19**

(/digital/collection/aquinas/id/2247/rec/3)



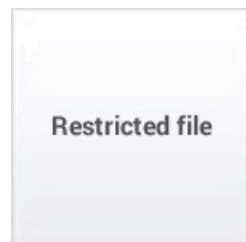
**The Aquinas
2012-03-29**

(/digital/collection/aquinas/id/20332/rec/4)



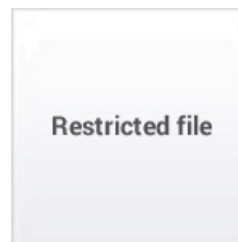
**Press Release:
University to Begin**

(/digital/collection/prpubs/id/2774/rec/5)



**Apple pie grand
prize winner**

(/digital/collection/clippings/id/2341/rec/6)



**Committees Picked
for Wenzel Ball**

(/digital/collection/clippings/id/2882/rec/7)



**The Aquinas
2011-10-27**

(/digital/collection/aquinas/id/20192/rec/8)



**Press Release:
Freshmen Inducted**

(/digital/collection/prpubs/id/2774/rec/5)



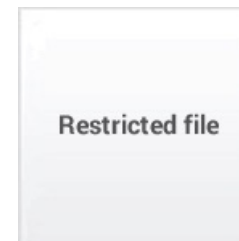
**The Scranton
Journal Spring 2015**

(/digital/collection/prpubs/id/2774/rec/5)



**The Aquinas
2012-02-23**

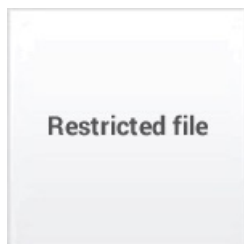
(/digital/collection/aquinas/id/2247/rec/3)



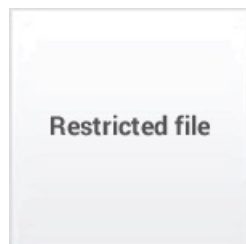
**letters: Hails exhibit
aides**

(/digital/collection/aquinas/id/20192/rec/8)

(/digital/collection/prpubs/id/4065/rec/9) (/digital/collection/prpubs/id/4507/rec/10) (/digital/collection/aquinas/id/2027/rec/11) (/digital/collection/clippings/id/16461/rec/12)



**Callahan Wins
Grand Prize in**



Haines - Krowiak



**The Aquinas
2012-04-19**



**The Aquinas
2011-11-03**

(/digital/collection/clippings/id/2340/rec/13) (/digital/collection/clippings/id/7487/rec/14) (/digital/collection/aquinas/id/20349/rec/15) (/digital/collection/aquinas/id/20209/rec/16)



**The Aquinas
2011-11-10**



**The Aquinas
2012-02-09**



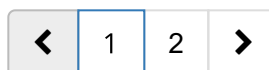
**The Aquinas
2012-02-16**



**The Aquinas
2009-09-24**

(/digital/collection/aquinas/id/20227/rec/17) (/digital/collection/aquinas/id/20244/rec/18) (/digital/collection/aquinas/id/20261/rec/19) (/digital/collection/aquinas/id/19108/rec/20)

Records 1-20 of 23





(<https://www.scranton.edu/>)



(<https://www.scranton.edu/library/>)



(<https://www.facebook.com/UofSLibrary>)



(<https://twitter.com/uofslibrary>)



(<https://sites.scranton.edu/library>)



(<https://www.flickr.com/photos/universityofscrantonlibrary>)



(<https://uofslibrary.tumblr.com/>)



(<https://instagram.com/uofslibrary>)



(<https://www.pinterest.com/uofslibrary/>)

Special Collections: 570-941-6341

University Archives: 570-941-6341

archives@scranton.edu (<mailto:archives@scranton.edu>)

(<https://server16214.contentdm.oclc.org/>)

Log in (<https://server16214.contentdm.oclc.org/>)

(<https://server16214.contentdm.oclc.org/>) (<https://server16214.contentdm.oclc.org/>)

(<https://server16214.contentdm.oclc.org/>)

Anti-Fed movement gains support



FERNANDO ARDILA-GIRALDO
Staff Writer

The past week has been an eventful one for the Anti-Fed crowd. Ron Paul's newest book, "End the Fed," was gobbled up by Americans everywhere the Campaign for Liberty held its north-eastern regional conference in Valley Forge over the weekend and a congress scheduled a hearing on the Audit the Fed bill for this Friday. To top it all off, September 17th, Constitution day, the Federal Reserve Transparency Act (H.R. 1207) received its 290th co-sponsor.

Americans have been pestering their elected officials to audit the Federal Reserve in hopes of finding the fate of the bailout money. Under current law, only some aspects of the Fed can be looked at. This bill seeks to audit all of its operations. Some are hoping that this will lead to more people scrutinizing how the Federal Reserve operates, while others are hoping that more and more citizens will join in the call to end the Fed. To some this comes as a shocking idea. Why would anyone want to end the Federal Reserve?

The arguments against the Federal Reserve are numerous. A look at the actions of the Federal Reserve will display how the central bank of this country, engages in practices that drag its population into the kind of economic downturn we are currently experiencing. Furthermore, a realization that it engages in the communist practice of redistributing wealth from the citizens to the big banks, and confiscates your wealth, thus making you poorer, will ultimately be reached.

The most basic principle to know when it comes to the Federal Reserve is that it creates money out of thin air. The creation of money is achieved through several different means, including buying government securities and lowering required reserve ratios.

For each dollar that is created, the purchasing power of all the other dollars goes down. This leads to prices rising because your money is worth less, which equates to part of your wealth being confiscated, which means you have been robbed. This is what is meant by the use of the word inflation.

It is as if a hidden tax has been established and your money is being taken without your consent.

Basically, your money has been stolen.

Recently, the citizen's money was stolen to be handed out to big banks, banks that were said to be "too big to fail." Such a saying is a poor excuse for allowing a redistribution of wealth to occur. If a bank is too big to fail, then it is too big to exist in the first place.

Bailouts only serve to reward the bad business practices of these banks, while those that are doing business responsibly are made to suffer in part thanks to the Federal Deposit Insurance Corporation (FDIC). Whenever a bank is bailed out the accounts of both the insured the uninsured are covered. Banks pay an assessment based only on their insured deposits, but since the uninsured deposits are covered in a bailout, who is paying for their coverage?

The answer is the smaller FDIC member banks. The rest of the bailout is funded by creating more money, further inflating the currency, and making each and every holder of an American dollar poorer. Of course bailouts are not the only reason government and bureaucrats inflate the currency.

Inflation is the best way for government to fund wars. It usually goes unnoticed, and those who are opposed to the wars, can do little to fight against inflation. Any government program could be funded through inflation. That is the reason we are able to fund so many things, or so it seems. It is only a matter of time before the bubble bursts and an economic correction is needed.

Some people attribute the downturn in the economy to a lack of regulations, when an investigation would yield to the contrary. The Community Reinvestment Act, fueled by the Fed's regulatory oversight and low interest rates, has something to do with the state of our economy. It is hard to imagine that there is a lack of regulations, especially when one looks at everything the Federal Reserve regulates.

Organizations like bank holding companies, state chartered banks, foreign branches of banks, representative offices of foreign banks, even a foreign bank's non-banking activities are regulated. But the list does not stop there. State licensed agencies, a bank's subsidiaries, their reporting, consumer protections, technology, foreign investments, foreign lending, mergers, extensions of credit, reserve requirements, privacy and liabilities are also regulated the list of regulations goes on and on

and on. In fact, one would be very hard pressed to find something that the Federal Reserve does not regulate.

The Federal Reserve has given us a persistent boom-bust cycle with a fiat currency. A currency that is not backed by anything except legal tender laws, which economically speaking, is hurtful and worthless. The key to having a strong currency and a strong economy is having a currency backed by something. Historically, it has been gold.

For the longest time the U.S. had a gold standard. Sadly, the gold standard began to be abandoned with FDR, and was fully dropped by Nixon. When there is no commodity backing a currency, a reduction in purchasing power is sure to occur.

Since the start of the Federal Reserve in 1913, the value of the dollar has dropped over 95 percent. This saddening news is not limited to just our currency, but to that of every nation that operates with a fiat currency. Yet, throughout the years, gold's purchasing power has increased. History has repeatedly showed us the strength of gold and the dangers of fiat currency and inflation.

In ancient Greece, Athens fiscal policy promoted coinage, where Sparta abandoned precious metal coinage, cutting itself off from trade with others, and ultimately hurting the Spartan economy.

Many of the founding fathers saw what having a fiat currency did. They noticed the massive inflation that occurred with the Continental during the revolution, hence the expression "not worth a Continental." Thomas Paine described paper money as an enemy that would give rise to despots and cause problems for individual freedoms. Note that the Constitution mentions the power to coin money, not print.

Think about it. If the central bank was not there to create money for the government, where would they get the funding to trample all over the Constitution?

More and more people are beginning to understand that their freedoms are all intertwined with each other. Citizens who yearn for freedom and liberty know that honest money makes all the difference to a free society. As long as there is an institution that confiscates the wealth of every American in order to fund incompetence, warfare and violations of the constitution, the citizenry at large can expect to never truly be free enough to live their lives in peace.

SHOW ME THE MONEY! Obama's final effort for healthcare reform



ANDREW TORBA
Staff Writer

This past Sunday, President Barack Obama was interviewed by several leading news stations in what some are calling a last ditch effort to promote his health care plan. One such interview, hosted by ABC News' George Stephanopoulos, aired on ABC's "This Week" Sunday morning.

Stephanopoulos questioned the President on his plan to necessitate people to purchase health insurance. During the interview George made it very clear to the President that he considered this a sign of a possible tax increase. In an effort to sway away from George's point, President Obama attempted to use clever rhetoric and side-tracking for his defense.

"No, but - but, George, you - you can't just make up that language and decide that that's called a tax increase," Obama argued.

"Webster's dictionary: "Tax: a charge, usually of money, imposed by authority on persons or property for public purposes," responded the witty Stephanopoulos.

The President was clearly backed into a corner and had no way of escaping. At this realization, Obama claimed that Stephanopoulos was "stretching a little" by bringing up the definition. Despite the President's denial of any such "tax" if we look closely at the healthcare reform plan, it clearly lays out the use of an "excise tax."

According to the health care plan laid out by Sen. Max Baucus, D-Mont, this excise tax

would "apply for any period for which the individual is not covered by a health insurance plan with the minimum required benefit."

So Mr. President, if it looks like a tax, sounds like a tax and says it's a tax, common sense would tell you that it is indeed a tax.

This issue is one of many floating around the political spectrum which is leaving many Americans clueless as to how this plan is being paid for. President Obama claimed in his healthcare speech that he would "not sign a plan that adds one dime to our deficits - either now or in the future." So let me get this straight, according to the President, this healthcare plan won't implement a new tax or increase our deficit?

Obama predicts that this plan will cost "around \$900 billion over 10 years." Historically speaking, the government has never been able to reliably estimate their predictions within a near sensible margin. For instance, we were told that Medicare would cost \$12 billion in 1990, when in reality it ended up costing a cool \$107 billion.

How can a government that can barely pass a budget for one fiscal year predict the cost of something over a decade? President Obama claims that this \$900 billion will be paid for by "savings in the system and from discontinuing the Bush tax cuts for those making more than \$250,000 per year." According to the US Census Bureau, 1.5% of the entire US population makes more than \$250,000 per year and the term "savings in the system" is rather vague. Noting these arguments, just how does the President plan to pay for health care reform?

"UN" continued from page four

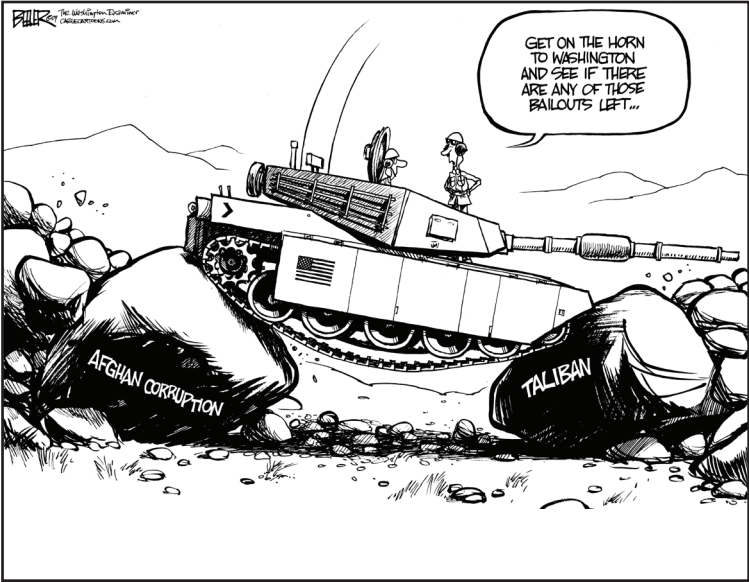
the motorcades weaving throughout the city and the traffic jams that are the result. To offset for their admissions and further the cause of environmental reform, however, the UN will fund energy efficient efforts in rural India.

Righteous, though it may be, the UN must perceive the flaw in this excuse of a plan.

The efforts of the UN and its

member nations raise a question fundamental question as to the relationship between man and government: how far can the ruler succeed in dictating the actions and feelings of the ruled? Furthermore, one must consider if climate change is the most pressing issue of our time. Although President Obama cited inaction as the foundation of a future catastrophe, it seems that the leaders of the in-

ternational community should not be so enthusiastic about a summit to solve and uncertain problem at a time in history when terrorists roam free, economies crumble and people go without the most basic necessities. Climate Change, it appears, is merely a break from reality to our world's leaders, a virtual vacation from the relevant crises for today.



Send your responses and opinions to shaverr2@scranton.edu

Forum Policy

The content of *Aquinas* is the responsibility of the Editor-in-Chief and Executive Staff, and does not necessarily reflect the views of The University, its staff or faculty. The University adheres to the principle of responsible freedom of expression for its student editors. All letters become the property of *Aquinas* and will be considered for both print and online editions unless the writer explicitly states otherwise. *Aquinas* will not print anonymous or pseudonymous letters, except in unique circumstances. Letters will only be edited for style.

Business

\$

¥

£

Jonathan Danforth
Business Editor

MAJOR U.S. INDEXES			NOTABLE QUOTES			TOP MOVERS			COMMODITIES			CURRENCIES		
DOW	11869.04	+1.39%	YHOO	\$16.30	+0.37%	DV	38.36	-16.75%	OIL	\$91.32	+1.24%	EUR/USD	1.3975	+0.067%
NASDAQ	2650.67	+0.46%	S	\$2.51	-7.04%	VLO	25.15	+15.16%	GOLD	\$1725.00	+0.09%	GBP/USD	1.6028	+0.044%
S&P	1242.00	+1.05	NFLX	\$79.40	+2.62%	FFIV	101.26	+14.08%	SILVER	\$33.515	+0.62%	USD/JPY	76.00	-0.3%

As of press time Wednesday night

TMG Health breaks ground in Jessup

BY COLIN GABLE
Staff Writer

A groundbreaking ceremony was held at the hilltop of the new Valley View Business District, and many elected officials attended the event to show support for soon-to-be-constructed TMG Health Inc. headquarters.

TMG Health is a company that began with President and CEO, Jack Tighe, in 1998. TMG processes Medicare and Medicaid claims and provides business services to health insurers. TMG Health Inc. is a company with revenues over \$100 million. According to the “Black Book of Outsourcing,” TMG Health was the number one provider of BPO services to the government health plan market from 2007 to 2009.

The new \$20 million construction will be located in Jessup. Tighe said the construction is predicted to finish in 2012 and will bring 1,200 employees to the new building. Expansion has already been speculated and the construction company, Verus Partners, can add an additional 60 thousand square-feet to have capacity for up to 2,100 employees. The current undeveloped area is part of a 39-acre lot purchased by Verus Partners.

“We could have moved anywhere, but we want to be here,” Tighe said.

“This is a symbol to northeastern Pennsylvania. TMG is committed and here to stay,” Tighe said.



PRESIDENT AND CEO of TMG Health, Jack Tighe, stood in the midst of company members, the Greater Scranton Chamber of Commerce President, Senator Blake and Lackawanna County Councilmen. Together they broke the ground with golden shovels for the new company headquarters.

He also said the day was about the company’s core values and developing the area. According to the company’s mission, it focuses on respecting its employees and views them as their greatest asset. According to Health Care Service Cor-

poration, who recently acquired TMG Health, the company is committed to creating jobs in northeastern Pennsylvania.

In the midst of many elected officials, including Senator John Blake, Mayor of Jessup, Councilmen and Lackawanna County

Commissioner, Tighe spoke.

“Creating jobs is bi-partisan,” he said.

“This is an example of success for jobs,” Senator Blake said.

During the ceremony, Tighe recognized the Greater Scranton

Chamber of Commerce (GSCC), saying it has been supportive of TMG Health since it was a small company.

Part of the groundbreaking ceremony included Tighe, Blake, GSCC President Austin Burke and others shoveling the first piles of dirt at the building site with golden shovels. The line of keystone figures provided a media opportunity to showcase the importance of the event.

According to the state’s Commonwealth Financing Authority, a \$10.5 million grant incentive of taxpayer’s money led TMG to come to the area. The grant and KOZ tax incentives lured the company to move from the current headquarters in King of Prussia. TMG Health also has an office in downtown Scranton.

Among many of the event’s speakers, Austin Burke shared a few words of support and positive feelings of a public and private partnership.

The construction will bring a new look to the Lackawanna County area with new infrastructure and an economic influx to the Scranton region. The Valley View Business Park has potential for many other buildings and will bring more businesses to the area.

Tighe said he is excited to announce the permits to begin production were approved the day before the ceremony that took place last Friday. At the end of the ceremony, Tighe operated a large backhoe to move the first piece of dirt.

University students express concerns about financial aid

BY NICOLE PIOTROWSKI
Business Correspondent

It’s hard not to notice the growing debt crisis and economic problems that the U.S. and the world face. It’s even harder not to notice that tuition is rising, costs of living are reaching new heights and students are constantly taking out more loans. So, what does all of this mean for the typical University student and is all the expense worth it?

The average cost of tuition has increased by 400 percent from 1985 to 2005 outpacing the rate of inflation, according to PBS. Even though financial aid and scholarships help students, there are many costs that still have to be covered. From firsthand experience, I can say that I will have a substantial amount of debt once I graduate from the University and I’m hoping to continue my education so I can receive a higher paying job to alleviate my debt.

So, how do student loans work? Here’s a breakdown of the types of student loans most offered to students. Students are able to receive different types of loans from the Direct Loan pro-

gram, such as subsidized loans, unsubsidized loans, PLUS loans and consolidated loans. Each of these loans have interest rates ranging from 3.4 - 7.9 percent, depending on loan types, according to www.direct.ed.gov. What most students don’t know about these loans is that six months after you graduate, you must start repaying your loans, defer them or postpone repayment because of graduate or professional school. Not paying these loans back or choosing to default on your loan can result in bad credit, lawsuits and even being denied a professional license.

Countless students feel that the cost of tuition is way too high and are pessimistic about loan repayment. “I owe a lot in student loans. I’m not sure how much I owe exactly but I know that something has to be done about student loans, especially by the government,” sophomore management major Jimmy Fitzpatrick said.

“Unemployment has been over 9 percent for years. Jobs are being outsourced. The college degree has taken the place of a high

school degree. The United States has trillions of dollars in debt. For every one job opening there are four people unemployed. Students are now leaving college with \$200,000 in loans and have no way of ever paying that debt back. In this job market you have three choices: stand out apart from your degree, create your own job, or work at Starbucks for the rest of your life,” Andrew Torba, a junior University philosophy and political science major and entrepreneurship minor said.

Some students are using a mindful approach to loans. “Don’t wait until you’re out of college to pay back your loans. Pay attention to how much you owe now,” sophomore Monika Kaleniak said.

“I don’t feel secure about my future. Do your best to decrease the loans; become an RA, GA or CA and make sure to talk to banks about how to consolidate your debt,” Kamila Malinowska, a recent University graduate said.

Hopefully, the state of the economy will improve once students graduate and loan interest and repayment will be more manageable.



THE FINANCIAL Aid Office, located in Saint Thomas Hall, helps University students address concerns related to finances and student loans.

Science Tech

Catherine Erbicella
Science & Technology Editor

War of tablet computers: iPad 2 vs. Kindle Fire

BY MATT SANTANASTASO
Sci/Tech Correspondent

Technology experts are calling this the year of the tablet because of tablet machines' explosive sales on the market. Apple has the majority of the shares thanks to its iPad 2, but Amazon seeks to take a chunk of the market with its newly-designed Kindle Fire.

The iPad 2 boasts an impressive 9.7-inch touchscreen with cameras on the front and back, allowing users to easily record videos, take pictures or have face-time, a webcam program that allows two users to communicate face-to-face. With an impressive ten hours of battery life, this tablet keeps users surfing the web, watching videos and playing games for much longer than any other tablet on the market.

University student Dan Krajewski, a senior from Brooklyn, N.Y., owns an iPad 2 and was one of the first to receive it after spending hours in line for its first-day release.

"It was definitely worth the wait. With Apple products, you know you're receiving high quality merchandise. If you're willing

to spend the money, you won't be disappointed," Krajewski said.

The iPad 2 comes in three sizes of memory capacity. The most economical of the bunch is packed with 16 gigabytes of memory, followed by 32 gigabytes and 64 gigabytes, respectively.

"I would recommend getting the middle version because it not only has Wi-fi capabilities, [but] it also can connect to 3G networks. The \$500 version is Wi-fi only," Krajewski said.

University student Mike Tumulty, a senior from Red Bank, N.J., agrees that in the world of tablets, pricing is king.

"Most tablets are overpriced and struggle in sales compared to Apple's share of the market," Tumulty said. "These expensive tablets are over-looked by consumers simply because they cannot compete with the quality the iPad 2 has to offer for the price."

In a recent Forrester survey, 65 percent of shoppers said price was a top consideration in choosing a tablet. That is where Amazon's Kindle Fire steps onto the playing field.

Everyone has heard of the popular Kindle e-reader, which allows users to read books digitally and



THE AQUINAS PHOTO/SHAWN KENNEY
THE IPAD 2 has been considered the leader in the market of tablets, but the Kindle Fire may challenge its lead.

purchase them directly through Amazon. The Kindle Fire expands the Kindle into a full-fledged tab-

let computer with a seven-inch screen that runs on Google's Android operating system, giving

users access to tens of millions of books, magazines, films, TV shows, songs and apps online – all for \$199.

The low price range is enticing for holiday shoppers who cannot afford the high-priced iPad 2 this year, but the price difference comes at a cost. The screen is noticeably smaller and it lacks a high-definition camera, Bluetooth compatibility and GPS navigation. It also has no microphone or 3G connectivity. The battery life only runs for 7.5 hours – two and a half hours shorter than the iPad 2. Additionally, the Kindle Fire's memory comes only in eight gigabytes and cannot compare to the iPad 2's 64 gigabyte storage capacity.

University student Doug Lazzara, a senior from Brick, N.J., claims that, despite these pitfalls, he may be purchasing a Kindle Fire after its release later in November.

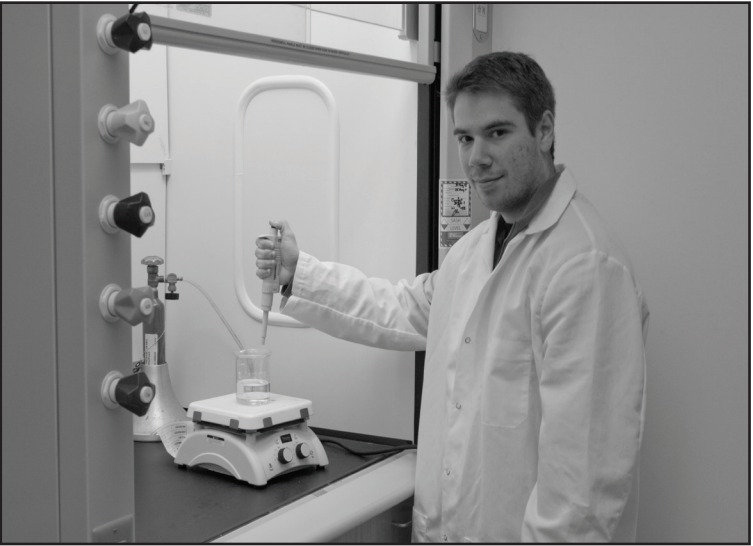
"The features it lacks are noticeable; however, it's so much cheaper than the lowest priced iPad 2. I've been a long-time consumer of Amazon products and I think the \$200 price is fair for the features and amount of content users have available to them from the start," Lazzara said.

Science scholars: Ed Stredny, Class of 2013

BY CATHERINE ERBICELLA
Sci/Tech Editor

Almost 5.4 million people in the United States have Alzheimer's disease; the disease affects one in eight older Americans. Alzheimer's is the sixth-leading cause of death in the country and the only cause of death among the top 10 in the United States that cannot be prevented, cured or even slowed, according to the Alzheimer's Association.

University student, Ed Stredny, is attempting to shed light on the possible cause of Alzheimer's in order to lead to a cure. A junior biochemistry, cell and molecular biology (BCMB) major, Stredny is also pursuing a minor in math. He is a member of the biology and chemistry clubs, as well as a mentor in the HPO program.



THE AQUINAS PHOTO/THOMAS HEINTZ
ED STREDNY pipettes a solution for an experiment that he is conducting in the new Loyola Science Center.

The Aquinas asked him about his summer research venture, titled "Chemical Modification and Destabilization of Triosephosphate Isomerase: A Possible Trigger of Neurodegenerative Disease."

Q. Why is this subject important to you?

A. I have always had a fascination with the brain. The fact that it controls just about everything we do in a complex fashion intrigues me to continue to learn more and more about it. Also, I have seen several relatives struggle with Alzheimer's disease. It is one of the most common, yet most devastating diseases, so I'd like to make any contribution to the field that I can.

Q. What do you want people to learn from your research?

A. People can learn about some of the initial changes in protein chemistry (proteonomics) of the brain that take place during aging and neurodegenerative diseases.

Q. What future developments can come from your research?

A. Although the work we have done is not ground-breaking, it still sheds light onto the field to guide others, hopefully, to a cure or preventative measure for Alzheimer's disease one day.

Q. Why did you choose this particular faculty member to work with?

A. Dr. Foley is one of the professors for my major. I had him for general chemistry my freshman

year and am currently taking biochemistry with him. His research interests all deal with the brain, so naturally I was interested in learning more about them and joining him in the lab.

Q. What makes him an inspirational faculty member here on campus?

A. He is very dedicated to his students as well as his research. He is very laid back, approachable and always willing to lend a helping hand. He is currently trying to expand the exposure to research for undergraduates at The University, which I think is something everyone should experience. It's truly amazing to be part of an experiment that no one else has done and make a discovery no one else has made.

Truthful|Tech

COMMENTARY BY
ANDREW TORBA
Sci/Tech Correspondent

My name is Andrew Torba. I am currently a junior double majoring in philosophy and political science with a minor in entrepreneurship. Many people refer to my generation as the "Internet Generation" because we are the first generation completely born and raised on Internet technology. As testament to this, I have been an active user of social media beginning with its humble origins in message board communities and AOL chat rooms. Over the past year, I've researched more than 500 tech startup websites from across the globe. This past week, I became a columnist for an up-and-coming Chicago-based media startup, www.Tech.li. To put it simply, I am a tech blogger.

Up until recently bloggers have always been seen as a limited group of academics, pseudo-journalists and 27-year-old college graduates who still live in their parents' basement. With recent changes in the social media landscape, each of us now has the ability to express our thoughts on any particular subject and publish those thoughts to the world from the palm of our hand. As evidence to this, Facebook no longer has a character limit in status updates, while Google+ utilized this feature for months. This rapid transformation of social media invites a new potential for everyone to take on the role of a pseudo journalist.

The middle-aged housewife can sit down and express her thoughts on childcare products. The 20-year-old student can write about the vast and ever-changing tech industry. The 60-year-old retired ironworker can blog about the steel industry. For the first

time, everyone has a voice.

My voice lies within the tech industry. I have a passion for entrepreneurship, technology, startups and social media. I firmly believe that knowledge serves no purpose unless it is shared with others, which is why I have chosen to share it with The University community. I promise to deliver insightful, meaningful content that prompts readers to think both critically and practically about tech.

Starting Nov. 10, Truthful Tech will become a regular column in the Science & Technology section of The Aquinas. Each week I will write about an interesting topic in social media, startups or technology. I want to make this column an interactive experience by applying a QR code to each and every article. A QR Code is a matrix barcode (or two-dimensional code), readable by QR scanners, mobile phones with a camera and smartphones.

If you have an iPhone or an Android powered device, search "QR code reader" on the app store or Android Marketplace to start scanning. When you scan the QR code on Truthful Tech articles, you will be taken to a digital representation of the article on my blog at www.TruthfulTech.com. There, you will be able to leave comments, remarks or feedback by signing in with your Facebook or Twitter account.

I am looking forward to transforming The Aquinas into an engaged, social medium. Feel free to get involved in the conversation. Maybe I said something you didn't agree with, maybe you have a different perspective on a topic or maybe you really enjoyed my article. Either way, get involved and be part of the conversation. What else are you doing? Sitting on Facebook?

This is Truthful Tech.

Want to write for Science and Tech?
Contact the editor at erbicellac2@scranton.edu

Science Tech

Catherine Erbicella
Science & Technology Editor

BlackBerry problems plague University students

COMMENTARY BY
TATIANNA TUTT
Sci/Tech Correspondent

Smartphones are all the rage today. It is likely to see consumers holding a BlackBerry, iPhone or Droid in any given setting. One of the most popular of the three aforementioned smartphone brands is the BlackBerry, designed and developed by Research In Motion (RIM), a Canada-based company.

With a constant demand for BlackBerry devices, RIM has seemingly been able to supply its users with new BlackBerry devices. With every new BlackBerry comes a new update. Amid all of their recent updates, RIM has encountered a problem.

Starting in Europe, the Middle East and Africa, message delivery and service had been out of sync, proving either completely slow or dysfunctional. The service problem also hit here in Scranton. University students, including myself, an owner of the BlackBerry Bold 9930, have been affected.

“It was very annoying because I was trying to get in contact with my father. I use [BlackBerry Messenger (BBM)] to check whether or not he is receiving my mes-



THE AQUINAS PHOTO/THOMAS HEINTZ

BLACKBERRY SMARTPHONES, like these belonging to University students, have been experiencing communication problems that have had an impact on users worldwide and locally. The problems are leading some students to reconsider their choices to own BlackBerry phones.

sages or if his phone is dead, but, because I couldn't, it was frustrating,” University student Jessica Saverese, a freshman from Miller Place, N.Y., said.

RIM revealed that the problem was a system collapse. In an at-

tempt to upgrade the software and database, the company suffered corruption problems. Due to this factor, RIM tried to switch back to its old database; however, in doing so, it ran into the problems that led to the collapse.

People affected would probably agree that this service corruption is a frustrating communication-based error during the day. As a result of users unable to communicate due to their BlackBerry devices, could BlackBerry expect

to see a declining trend in users? Some University students could be contemplating a switch to a more reliable smartphone.

“Everyone who has an iPhone does not have problems, but unlike me, I usually run into problems. This was really upsetting in part that I could not BBM or get to my web browser. The iPhone looks so much better now after that crash,” University student Sarah Frampton, a freshman from West Babylon, N.Y., said.

During the time BlackBerry communication service was down, RIM efficiently fixed the problem that day for the local and University population, only inconveniencing them for a few hours. On the other hand, Europe, the Middle East and Africa suffered a prolonged period of three days with dysfunctional network connection.

In a sense it is almost like users here at The University were both lucky and unlucky. They were fortunate that the problem persisted only a mere few hours, but unlucky that they were hit with any form of miscommunication in the first place.

Luckily for BlackBerry users at The University and around the world, RIM fixed the collapse and now BlackBerry users have a functional communication device.

Science Scholars: Patricia Wright, Ph.D., professor of nursing

BY CATHERINE ERBICELLA
Sci/Tech Editor

The American Pregnancy Association estimates that about 1,995,840 of the approximately six million births each year end in the loss of the pregnancy. This means that roughly one-third of all U.S. pregnancies are lost, terminated or miscarried for a variety of reasons and causes.

Regardless of the circumstances, pregnancy loss is an issue that affects many women and families in the United States. University professor Patricia Moyle Wright, Ph.D., RN, ACNS-BC, conducted research pertaining to the bereavement process that women experience after the loss of an unborn child.

A professor of nursing at The University, Wright is also the moderator of the Colleges against Cancer student club.

The Aquinas asked her about her summer research, titled “Development of a Measure of Maternal Perinatal Bereavement.”

Q: Why is this subject or area important to you?

A: I became interested in maternal bereavement through my clinical experiences as a hospice nurse. When I started doctoral school, I found that many studies had been completed on mothers' responses to the loss of an older child, but there was much debate about maternal attachment during pregnancy and whether women grieved the loss of an unborn child. Through my research I sought to unify previous findings and offer new insights into women's experiences of pregnancy loss.

Q: What do you want people to learn from your research?

A: I would like people to know that after a pregnancy loss, women need the same support anyone



SUBMITTED PHOTO: THE UNIVERSITY OF SCRANTON PUBLIC RELATIONS OFFICE FOR THE AQUINAS
PATRICIA WRIGHT, Ph.D., conducted research this summer about maternal bereavement and pregnancy loss.

would need after losing someone important in their lives.

Q: What future developments can come from your research?

A: I found that there were no pregnancy loss support groups in the area, which surprised me. With the support of a Marywood University/University of Scranton collaborative grant, my colleagues and I were able to start a support group.

The group, “Pushing On: Support for Moms after Pregnancy Loss” meets every month in Scranton. More information is available on our website: www.pushingon.org.

Q: Do you do research with stu-

dents as a mentor or partner?

A: I am currently working on another project related to pregnancy loss and I would welcome the opportunity to work with students.

Q: Why should students pursue research opportunities?

A: Students who have an interest in a particular area, such as helping and supporting women who have suffered a pregnancy loss, should know that through their research they can change how clinicians deliver care, which can change people's lives. Also, involvement in research projects helps prepare students to conduct their own research projects in graduate school.

Truthful|Tech

COMMENTARY BY
ANDREW TORBA
Sci/Tech Correspondent

Calling all music lovers: get ready for a new way of learning with Instinct. Instinct is a “virtual music teacher” created by Blake Jennelle of New York, N.Y. Jennelle is a young entrepreneur and developer who teamed up with fellow developer Brian Stoner to rethink musical education.

The basic concept of Instinct lies within its unique three-step learning process. First, you watch and listen as Instinct shows you how to play a piece of music. Next, you play along with the music on the screen. As you play, the Instinct software will listen through your computer's microphone and give you instant feedback.

Instinct breaks down songs and teaches you how to play step-by-step. Unlike YouTube videos or books, Instinct provides users with feedback on their music. After an initial beta test, several users tweeted out their initial reactions of the product.

Twitter user @bdotdub wrote “I learned how to play a song in less than 5 mins! Can't wait to see more.”

Instinct is one of many tech startups that is focusing on interactive education. Another company, Codecademy, just raised \$2.5 million in a funding round led by Union Square Ventures. Codecademy is an interactive learning platform that teaches users how to program.

“We're witnessing the beginning of the interactive era in education. We're doing it for music, Codecademy is doing it for code and before long, there will be a long list of companies doing it for other skills. It's really important and we're excited to be a part of it,” said Jennelle.

Instinct is in a private beta period, but you can learn more and sign up for its public beta test at GetInstinct.com.



Want to write for Science and Tech?
Contact the editor at erbicellac2@scranton.edu

Science Tech

Catherine Erbicella
Science & Technology Editor

University students frustrated with Netflix changes

BY CHANTALLE LUBERTO
Sci/Tech Correspondent

Any company, regardless of the size, will experience a decline in popularity if it chooses not to meet the customer's expectations and make considerable changes in a hasty manner. Any company needs to remember that consumer's needs are the driving force behind keeping its business alive.

Following an increase in the price charged to subscribers, Netflix CEO Reed Hastings has apologized for not pleasing subscribers of Netflix. But, was it sincere? Many customers considered cancelling their subscriptions following the price hike.

A few days after the apology, Netflix began billing the DVD service and the online streaming service separately.

"Netflix was great initially, five dollars a month for unlimited movies – who can beat that? About a year after having Netflix, I decided it changed a lot with upping the price and poor choices for movies. [Even] if they [continued to charge] the same price and still kept up with [up-and-coming] DVDs, then I would have the same feelings," University student Marirose Sartoretto, a freshman from Bethlehem, said.

Why would a company raise the price of movies and send customers two bills in one payment cycle? The move came in response to Netflix's suppliers in the movie industry. Across the board, movie studios increased the cost of digi-



AQUINAS PHOTO/JUSTIN KEARNS

NETFLIX'S WEBSITE enables subscribers to stream content online or order DVDs by mail. Some customers subscribe to both services, which are now billed separately. Subscribers, including some University students, are fed up with the unhelpful and inconvenient changes.

tal rights; therefore, Netflix raised its prices to make up for the increased costs imposed by the studios.

The two-bill situation arose from an up-and-coming idea called Qwikster, where Netflix

planned to rebrand its DVD service as an independent subsidiary. Qwikster was also rumored to carry video games as a part of its service, unlike Netflix. The plan to separate the two services was quickly discarded due to the

customer loss it would cause. Netflix clarified that it did not create Qwikster for the DVD rental sector of its business.

Netflix needs to learn how to listen to its customers' needs and wants more effectively, rather

than following its own expectations for the brand. This is essential for any company who wants to keep its business afloat.

"The movies on Netflix are not new and exciting. It usually takes me up to an hour to find a decent movie to watch," University student Susan Pickup, a freshman from Levittown, said.

Netflix's finances also felt the frustration of its customers; its stock declined two-thirds in value in the last three months. What caused this decline? Netflix began to charge customers eight dollars a month each for streaming and DVD service. Why would customers want to waste 16 dollars a month for films that they do not enjoy?

If the lack of content was not already cause enough to cancel subscriptions, Netflix revealed that Sony and Disney content is being removed from its line-up. Failed negotiations with Starz also led to the elimination of content from that network.

On a more positive note, Netflix says the amount of available movies will increase by next winter. It also announced a deal with DreamWorks Animation, starting in 2013, and AMC Networks, beginning late 2012.

Netflix is trying to redeem itself, even though it may be too late. No matter what Netflix seems to do, society believes that the company should listen more to the customers and give content proportionate to what the customers want to pay for it.

New technology aims to reform football helmets

BY CHANTALLE LUBERTO
Sci/Tech Correspondent

Try being a football player for a day and imagine the feeling of being tackled from all different angles and speeds. From a player's point of view, wouldn't it be amazing to know that some "perfect" helmet could protect your head, rather than just risking injury?

Virginia Tech researchers studied many head impacts that may happen during football practices and games. This helped lead scientists into knowing the speed and angles that can form a concussion during an impact. Researchers found that most impacts occur on the sides of the head, known as the frontal lobe.

"[The degree of the impact] all relies on what side of the brain controls what and what exactly gets damaged. The left hemisphere controls a person's speech and, when that's damaged, it can lead a person into depression. The right hemisphere is cognition and, when that side is damaged the brain, it does not know something is missing which can lead to denial syndrome," University student Deena Hudson, a freshman nursing major from Township of Washington, N.J., said.

Most helmets can only withstand a certain number of hits before wearing down, although many of the top-rated helmets can withstand as many impacts as the athlete needs. For example, the Xenith helmet adapts the force of an impact and prevents a painful shock to the head from the discs



WIKIMEDIA PHOTO

FOOTBALL HELMETS, like the one shown, are the first line of defense against concussions for athletes. Researchers found that side impact protection is most needed.

it contains in the helmet cushions. This technology prevents a concussion from happening.

Head injuries result in long-term brain injuries. Retired football players' concussions can lead to life-long damages. Studies show that football players are at a high risk for Alzheimer's disease, depression and multiple other health issues due to an impact to the wrong part of the head.

Researchers from Virginia Tech ranked helmets from the safest to the least safe, starting with the Riddell Revolution Speed, which is assigned five stars. The least safe helmet is the Adams A2000 Pro Elite, which has a 'Not Recommended' label stuck to it. The four-star helmets are Schutt ION 4D, Schutt DNA Pro, Xenith, X1, Riddell Revolution and Riddell Revolution IQ. A rating of two stars is considered adequate, giv-

en to the Schutt Air Advantage. The marginal helmet is the Riddell VSR4, ranking at one star.

Most consumers feel that they cannot afford the price of good helmets; however, this is a misconception. According to these rankings, safer helmets are cheaper. The Adams A2000 Pro Elite costs \$199.95, while the Riddell Revolution and Schutt DNA Pro are priced lower at, \$182.99 and \$169.95 respectively.

What's amazing about today's technology is that consumers can go online and research such information to increase the safety of themselves or their children. Even if the Internet proves unhelpful, athletes could also contact their coaches or directors to learn more about these safer helmets and start giving the sport of football the connotation of safety instead of danger.

Truthful|Tech

COMMENTARY BY
ANDREW TORBA
Sci/Tech Correspondent

Drumbi, a 500 Startups company, hopes to revolutionize the way our smartphones make phone calls. Drumbi attaches contextual information to a phone call by providing a platform that allows users to indicate the purpose of the call in a short "status-like" text box. Callers can also attach other information such as where they are located and whether or not their calls are urgent.

People on the receiving end get a brief message with the attached contextual information, giving them the option of accepting the call or saying they are too busy at this time to answer.

Drumbi hopes not only to be a communication device between

your social circles, but also to lessen the annoyance that comes with calling tech support, customer service and other various businesses.

Drumbi's Product and Marketing Manager, Keyvan Raoufi, says that Drumbi hopes to address the single-user problem by utilizing Facebook, Twitter and eventually LinkedIn API to market its product.

Drumbi is essentially the app version of a personal pager. Doctors, professionals and enterprise businesses might utilize Drumbi as a way to manage the amount of calls they receive on a daily basis.



Want to write for Science and Tech?
Contact the editor at erbicellac2@scranton.edu

Science Tech

Catherine Erbicella
Science & Technology Editor

University students praise on-campus DVD rentals

COMMENTARY BY
MEGAN CAREY
Sci/Tech Correspondent

Many college students will agree that somewhere between going to classes, studying and working on assignments, they decide that they need a break from their demanding lifestyles. One way that some students relax is by watching movies with friends.

In an attempt to facilitate the watching of movies, The University gifted students with an easy-to-use DVD rental system, while also understanding that most college students are on a tight budget.

Students at The University have the option to rent a movie at the DVD Kiosk for a decent price of \$1.99. This great price and the convenience of its location gives students the opportunity to watch Hollywood's hottest films after they have been released on DVD.

"I really enjoy using the [DVD Kiosk], and I rent all my movies from there for Friday movie nights. It gives me a great opportunity to unwind and hang out with all my girls after a really busy week. The only issue I have with the [DVD Kiosk] is that sometimes I don't



MICHAEL FORSETTE, a senior from Forest City, and Don Fenocchi, a sophomore from Jessup, select a movie from the DVD Kiosk located in the first floor of the DeNaples Center.

return the movie right away and a dollar gets charged to my credit card every day that the movie is not returned," Samantha Talbot, a freshman from Philadelphia, said. With this testimony in mind,

students can really enjoy the DVD Kiosk when planning for a night to relax and take a much-deserved break from the chaos of their college curricula. Aside from the great prices, renting from the DVD Kiosk is a quick and convenient way to watch a new movie that one otherwise may not have seen. Instead of taking the trek to the Steamtown movie theater and paying about 10 dollars, all a student has to do is walk to the DeNaples Center in order to take advantage of this great on-campus resource.

"I feel that the [DVD Kiosk] is a good idea; and although I haven't personally used it, I see people using it. I feel if there was another [DVD Kiosk] in an area with more foot traffic, they'd rent out more movies," David Rennekamp, a freshman from Stroudsburg, said.

According to overall opinion, the DVD Kiosk seems like a great and easy way to rent out movies. The only catch is that students have to return the movie the next day, or face additional charges to their credit or debit cards.

For those of you who are not as familiar with the DVD Kiosk here at The University, it is located on the first floor of the DeNaples Center, across from the ATM and RoyalCard transfer machine.

Truthful|Tech : Try DuckDuckGo for better search experience

COMMENTARY BY
ANDREW TORBA
Sci/Tech Correspondent

Google rolled out its new comprehensive privacy policy Jan. 24, just weeks after revealing a new controversial search engine update called Search plus Your World. The company claims that this new privacy policy will merge over 60 separate privacy agreements across dozens of products into one uniform policy. Over the past week, users have been notified about this change in a variety of ways, including on Google's

homepage, Gmail and even mobile search.

With the rapid transformation of Google's search and privacy settings, some users are seeking out different ways to make searches on the Web. Although Google empowers users to turn off personalized search, this extra step makes the process of searching more complicated and cluttered than it needs to be. One of my favorite search engine alternatives is DuckDuckGo, a slick search engine that doesn't track your searches or lock you in the "Filter Bubble."

"DuckDuckGo tries to offer a real alternative in Web search. To do so, we focus on things the major search engines don't do, not

generally for technical reasons, but for culture, business and legal reasons. Those focuses have been real privacy, way more instant answers, way less spam and a less cluttered user interface. We believe that these things add up to an overall better search experience, but see for yourself," Gabriel Weinberg, CEO of DuckDuckGo, said.

I've been using DuckDuckGo for over a year. The simplistic design, accurate search results and witty branding reminds me of the early days of Google, when searching was simple. By attempting to remain relevant, Google's pivot towards intense personalization has effectively destroyed its core product. Essentially Google took

a simple product and overcomplicated it by attempting to remain relevant in a social media dominated world.

"We haven't seen much compelling evidence that personalized social search produces better results and so [I] have generally stayed away from it to-date," Weinberg said when asked about Google's new social search engine.

Weinberg has a vision for simplicity in searching that Google fails to grasp. Search is a generalized notion with an end goal of finding valid information. By adding a layer of social personalization, Google effectively adds a "friend bias" to results. If you miss the old days of bubble-free, tracking-free and friend-free search,

then give DuckDuckGo a try. (As first posted on www.tech.li)



Central Apartments

The best location for off-campus housing

317 Madison Avenue

| 2 Bedroom Apts |

- \$900/month + gas and electric
- Water, sewer, hot water included
- Wi-Fi enabled
- Parking pass available

Across from
Brennan Hall

Center of
Campus

CALL 570-499-3255 to see one!

Are you a gamer?

Write a review for Sci. & Tech.

Contact the editor at erbicellac2 @scranton.edu

Science Tech

Catherine Erbicella
Science & Technology Editor

University students have mixed reactions about 3-D movies

BY MEGAN CAREY
Sci/Tech Correspondent

Movies are a large part of entertainment, especially on college campuses. Students have a variety of movies to watch and a selection of places to watch them. The local movie theatre has to compete with The University of Scranton Programming Board, the RedBox and online DVD delivery services. Now, though, movie theatres have an attraction that some people just cannot resist: 3-D entertainment.

2012 is going to be the year of the 3-D movie. Already, “The Beauty and the Beast,” “Titanic” and “Harry Potter and the Deathly Hallows” are out in 3-D, and they are just a few movies on a very long list. Though 3-D movies are meant to appeal to the younger generation, the intended audience is not too excited, as some may have expected.

“I’m not really sure how I feel



MATTHEW AUBERTIN (left) and Caitlin Zuilkoski (right) enjoy watching 3-D movies; however, not all University students feel the same way.

about 3-D movies, it really depends on the genre, but I usually like 2-D better. Plus, I get dizzy and if you watch it for too long your eyes hurt,” Connie Wall, a

freshman from Clinton, Conn., said.

According to the UC Berkeley study on health effects of 3-D, the movies can actually cause “head-

aches and discomfort.” Many people wish to stay clear of 3-D movies because of this specific reason.

“Generally, I don’t think 3-D

movies are worth all the hype, especially when they overdo the effects in action movies. There are special cases though, like ‘Beauty and the Beast,’ where the 3-D really enhances the film and brings it to life...if the effects are tastefully done, 3-D can be quite beautiful. When it looks cheap and over exaggerated, it loses its touch,” Melissa DeSoto, a sophomore from Port Tobacco, Md., said.

3-D glasses also pose an issue; the movie theatre charges the movie-goer an extra \$3 for the 3D glasses, and then the staff collects the glasses at the conclusion of the movie.

“I don’t think the price is worth it. Regular 2-D movies are just as good, and you don’t have to wear the bothersome 3-D glasses the whole time. 3-D can be kind of trippy at times too, and I just like to enjoy my movies...I think a truly good movie shouldn’t need special enhancement by 3-D,” Tim Janes, a freshman from Basking Ridge, N.J., said.

University hosts Brain Bee neuroscience competition

BY DAVID RENNEKAMP
Sci/Tech Correspondent

On Saturday, high school students from various regional schools competed in the 13th Annual Northeast Pennsylvania Brain Bee. This Brain Bee is sponsored by The University’s Neuroscience Program, the Scranton Neuroscience Society and the Northeast Pennsylvania Area Health Education Center (NEPA AHEC). In this competition, individuals were tested on their knowledge of various aspects of neuroscience, ranging from brain development to the mechanical aspects of the neurological system, disorders, advances and even neuroethics. However, knowledge of these topics isn’t found among the average high school teaching material. Students had to read a relatively short primer called “Brain Facts,” published by the Society for Neuroscience (SfN), which gave them all of the information that they would need to know for this regional competition.

After a fifty question written test, contestants went on to the live portion of the Brain Bee in which they had to successfully



BRAIN BEE moderators and winners pose for a photo after the 13th annual competition.

answer neuroscience questions in order to win some scholarship money, along with going on to the National Brain Bee in Baltimore and perhaps some bragging rights. After eighteen rounds of questioning, the winner was Aidan Crank from Stroudsburg High School, 2nd place was Gregory Cajka from Wyoming Area High School and 3rd place was Alison DePew from North Pocono High School. These individuals made it through some rather impressive questions to come out on top.

“It’s my second year. It’s good to win this year and I’m excited to go onto nationals, but I know it’s going to be more challenging,” Aidan Crank, the winner, said.

“The Brain Bee has been go-

ing on for a long time. The whole reason behind the Brain Bee is to promote brain awareness. A lot of great kids come through it; they turn out to be great people. One of them is the president over at Sarah Lawrence College right now. They really are an elite group of kids. A good amount of kids show up too, we have about fifty who sign up [each year], and thirty who show. A lot of students here on campus have also been in the bee. It’s nice to see it cycle through. Also, participating in the brain bee doesn’t mean you have to go into neuroscience. In the end, we just can’t do it without the students,” J. Timothy Cannon, Ph.D. said.

Cannon moderated the event.

Truthful|Tech

How anti-texting laws affect start-ups

BY ANDREW TORBA
Sci/Tech Correspondent

The state of Pennsylvania is currently in the process of passing a “no-texting while driving” bill. The bill considers texting behind the wheel a primary offense, whereby the police can pull over drivers if they are observed texting while driving. Laws similar to the bill in Pennsylvania are popping up across the country. Many speculate that precedent will need to be established concerning the definition of ‘texting.’ This precedent could have an interesting impact on the mobile application market.

For example, say a pizza delivery driver uses the Google Maps application on his phone to locate the homes of customers. The primary purpose of GPS applications like Google Maps or the popular MotionX application, MotionX GPS Drive, is to provide drivers with a visual representation of their surroundings so they can easily get to their destinations. If a police officer sees a driver holding his or her phone to use the GPS, will this count as a texting violation?

These laws will provide a new opportunity for tech companies to tap into a market of anti-texting while driving applications. AT&T recognized this opportunity and developed DriveMode – an application that is manually activated by users before they start their cars. If the user receives a text, DriveMode will automatically respond and let the sender know that the recipient is currently driving. DriveMode also turns off the sound of incoming notifications in an attempt to reduce the urge to look at the phone while driving.

With the rise of tech entrepreneurship across the country, what will these laws mean for companies that develop apps specifically designed for drivers? If the precedent is set that texting includes the use of any smartphone application while driving, many tech companies could be in danger of lawsuits from crash victims in the near future. These companies may be forced to adapt to the changing market or transition to a new one.

This legislation, coupled with the development of a new anti-texting application market, raises the question of how voice-activated features and applications, such as Apple’s Siri, will be affected. Siri, a voice activated computerized assistant, requires the user to tap a button on the iPhone in order to say a command or ask a question. Will the simple action of holding the iPhone and pressing the home button to communicate with Siri cause confusion among observing officers?

Text’ n Drive, another voice-activated application similar to Apple’s Siri, allows users to safely send text messages and reply to emails while driving. Siri and other voice-activated applications like Text’ n Drive will lead the way in the ‘mobile’ market of technology behind the wheel.

My guess would be that precedent will allow for the use of voice-activated software. Many companies like OnStar are already leading the way with innovation by integrating new technologies that will read Facebook messages aloud to the driver. Rest assured, you will be able to feed your texting addiction one way or another behind the wheel.

As originally posted on tech.li.

Central Apartments

The best location for off-campus housing

317 Madison Avenue

| 2 Bedroom Apts |

- \$900/month + gas and electric
- Water, sewer, hot water included
- Wi-Fi enabled
- Parking pass available

Across from
Brennan Hall

Center of
Campus

CALL 570-499-3255 to see one!

Want to write for Science and Tech?
Contact the editor at erbicellac2@scranton.edu

Science Tech

Catherine Erbicella
Science & Technology Editor

Truthful|Tech How Facebook benefits from your breakup

COMMENTARY BY
ANDREW TORBA AND
CATHERINE ERBICELLA
Sci/Tech Correspondent and
Editor

Now that Valentine’s Day has passed, many couples have lost the spark of love that kindled their relationship around the time of the most romantic day of the year. Let’s pretend that you’ve been dating someone for over a year and you find yourself caught in a unique situation that Facebook plans on taking full advantage of: You just had a nasty breakup.

In the time you were with this significant other, you have shared your love for this person affectionately with your friends on Facebook. You’ve taken photos together, checked-in together and shared an entire year’s worth of other digital memories throughout your Facebook Timeline. After a breakup in the real world you would pack up all of their belongings in a box, burn old photos and put that box in their driveway, but how exactly do you go about cleaning up your digital identity?

Cleaning up your digital identity is a tedious and time-consuming

process that prevents many users from taking the time to clean up their public image. There is a very important reason that Facebook makes this cleanup process so time-consuming and difficult. Facebook has a stake in your digital identity, made manifest in the form of advertisements.

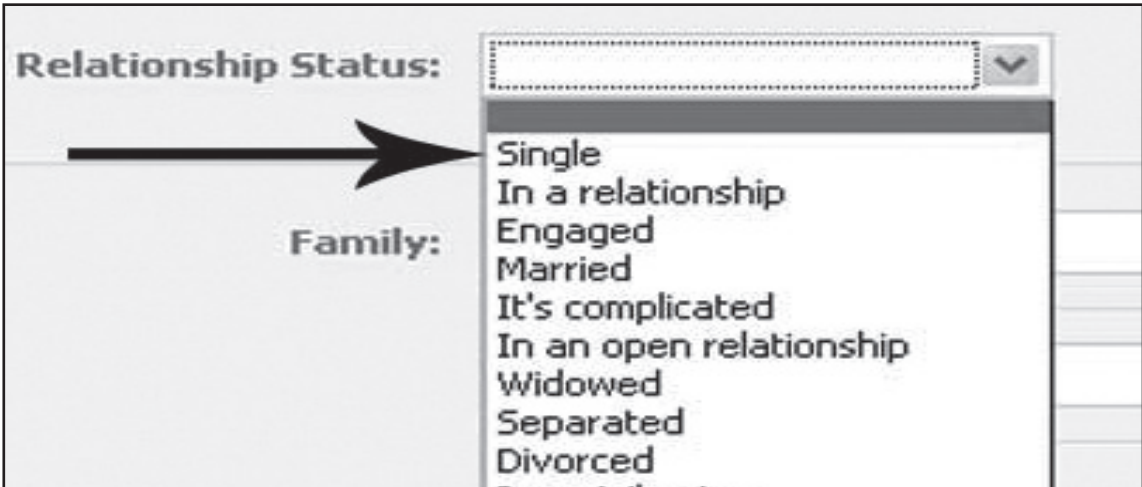
Pay close attention to the ads that appear on the side of your News Feed. If you take the time to observe these ads, you’ll notice that they are eerily targeted at you. Keep in mind that anything you post on Facebook is fair game for the company to use in its efforts to market advertisements at you.

“[The targeted ads] are a little creepy. But if they may be helpful, then I guess it doesn’t matter,” Cait Ehly, a Univeristy senior from Philadelphia, said.

This “creepy” targeting is fueled by data that we unconsciously send through various devices we use.

“We receive data from the computer, mobile phone or other device you use to access Facebook. This may include your IP address, location, the type of browser you use or the pages you visit,” according to Facebook’s privacy policy.

What Facebook doesn’t tell you directly is that it is watching your



SUBMITTED PHOTO: ANDREW TORBA FOR THE AQUINAS

RELATIONSHIP STATUSES can clue Facebook into what sort of ads it should market to you. Facebook also uses IP addresses, locations and other websites to personalize ads.

every move on the web. Any app, website or web browser you use to login to Facebook is fair game. They even go so far as to track the websites you are viewing in your browser while you are still logged into Facebook.

“We are in [Facebook’s] domain, so it has the freedom to track us,” Darren Rivera, a University sophomore from Montclair, N.J., said. “It is kind of big-brother-ish, but it is a trade-off for being able to use the site for free.”

These sentiments by University students echo a larger calling for

do-not-track legislation. In an article for The New York Times, Lori Andrews provides some direct evidence supporting the public demand for a do-not-track law.

“A 2008 Consumer Reports poll of 2,000 people found that 93 percent thought Internet companies should always ask for permission before using personal information, and 72 percent wanted the right to opt out of online tracking. A study by Princeton Survey Research Associates in 2009 using a random sample of 1,000 people found that 69 percent thought that the

United States should adopt a law giving people the right to learn everything a Web site knows about them,” Andrews wrote.

If you’ve recently broken up with your significant other, expect Facebook ads for Häagen-Dazs ice cream, tissues and dating websites. Facebook is all about marketing the product and making the user’s experience as simple as possible; but it is so difficult for users to clean up their online image or opt-out of Facebook’s ludicrous tracking methods.

As originally posted on Tech.li.

‘Assassin’s Creed II: Revelations’ is enjoyable game for newcomers and fans alike

COMMENTARY BY
ROSE MARIE WONG
Chief Copy Editor

On Nov. 15, 2011, Ubisoft Montreal released the fourth major installment of the “Assassin’s Creed” franchise, “Assassin’s Creed II: Revelations,” for the PlayStation 3 and the Xbox 360. Students who did not purchase this game because they purchased “Batman: Arkham City,” a month prior, should now take the time to purchase and play this fantastic new addition to Ubisoft Montreal’s great franchise.

“Assassin’s Creed II: Revelations” continues main character Desmond Miles’ storyline immediately after the unexpected conclusion of “Assassin’s Creed II: Brotherhood,” in which Desmond kills his love interest, Lucy Stillman. However, the game soon focuses

on another character, Ezio Auditore da Firenze, as Desmond once again enters the Animus computer system. This allows him to relive Ezio’s memories. Unlike previous “Assassin’s Creed” games, though, the plot of “Assassin’s Creed II: Revelations” does not spend much time propagating Desmond’s story. Instead, Ezio takes the lead in his final “Assassin’s Creed” appearance as the game’s main protagonist.

Unlike the other “Assassin’s Creed II” titles, Ezio spends the majority of the game exploring Constantinople instead of Italy. This change in scenery serves as a breath of fresh air for players, as it introduces a new style of dress and architecture to the game. Furthermore, the new characters, while not as interesting as the Borgia family from “Assassin’s Creed II: Brotherhood,” manage

to retain players’ interest; Yusuf Tazim serves as an interesting addition with an unforeseen fate, while Sofia Sartor functions as an unexpectedly enjoyable love interest for Ezio.

The best part of “Assassin’s Creed II: Revelations,” though, emerges in the concurrent storylines. Instead of mirroring prior installments by switching between the narratives of Desmond and one of his ancestors, “Assassin’s Creed II: Revelations” largely disregards furthering Desmond’s plotline. Instead, players get the chance to control another character, Altaïr ibn La-Ahad, for the first time since the original “Assassin’s Creed,” as Ezio experiences several flashbacks that feature him. This not only serves as an unexpected and enjoyable surprise within the game, it also provides fans of the franchise with closure

by showing what happened to Altaïr after the events of “Assassin’s Creed.”

The gameplay of “Assassin’s Creed II: Revelations” remains the same as the original game on a basic level. Players can still spend hours exploring the city, buying shops and completing a myriad of side quests. While this gameplay method may seem to grow boring, as all three previous games followed the same basic structure, “Assassin’s Creed II: Revelations” provides players with new forms of quests, weapons and prizes to keep them interested in the game. The Assassin’s Den side quests, in which Ezio must protect several assassin hideouts throughout the city and train his recruits to defend them, serve as an excellent addition to the game; these quests not only test players’ stealth ability, but also give them a chance

to test their strategy skill in mock battles with Templar forces. Moreover, the new hookblade makes it easier, and far more fun, to move between rooftops and the unlockable Master Assassin’s armor gives players a great advantage over their enemies.

While the game certainly contains some flaws, such as the boring “Desmond’s Journey” side quests, the enjoyable aspects of “Assassin’s Creed II: Revelations” supersede the game’s few detractions. All in all, players who loved the previous “Assassin’s Creed” games will certainly enjoy “Assassin’s Creed II: Revelations.” Even newcomers to the franchise will like running through the streets of Constantinople as Ezio Auditore da Firenze and learning the most important lesson of the “Assassin’s Creed” universe: “Nothing is true; everything is permitted.”

Central Apartments

The best location for off-campus housing

317 Madison Avenue

| 2 Bedroom Apts |

- \$900/month + gas and electric
- Water, sewer, hot water included
- Wi-Fi enabled
- Parking pass available

CALL 570-499-3255 to see one!

Across from
Brennan Hall

Center of
Campus

Are you a gamer?

Write a review for Sci. & Tech.

Contact the editor at
catherine.erbicella
@scranton.edu

Science Tech

Catherine Erbicella
Science & Technology Editor

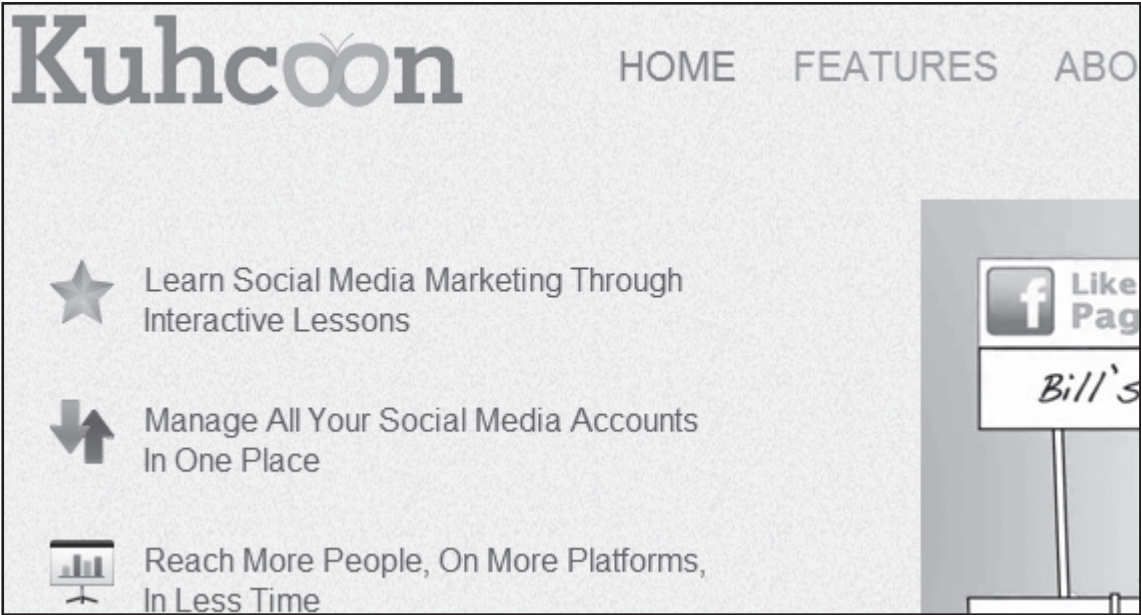
Scranton-based technology startup announces beta test

BY KUHCOON, LLC
For The Aquinas

Kuhcoon, a Scranton-based technology start-up, announced Mar. 13 that it will begin accepting 2,000 users for a closed beta test, will launch the Company's new landing page and promotional video and will incubate the Company in Appex Mobile Apps on Wyoming Ave. in Scranton.

Kuhcoon is an interactive social media education and management platform. Kuhcoon's goal is to provide users with a simple comprehensive solution to maintain their social media connections and make new ones across multiple networks. The platform helps users learn to use and improve use of social media through custom interactive video lessons.

Kuhcoon was co-founded by Andrew Torba (CEO) and Charles Szymanski (CTO) Oct. 2011. Over the past five months, Torba and Szymanski, who are undergraduates at The University and Drexel University respectively, have bootstrapped the development of Kuhcoon with no outside funding. Kuhcoon brought on Mike Toma, a senior at King's College, as the Chief Marketing Officer in Feb. The company is also working with



KUHCOON.COM'S HOMEPAGE advertises the company's services, which aim to help users manage their various social media platforms.

one intern, Jeff Katra of King's College, and is currently looking for two marketing or communications interns who use and understand multiple social networks.

"We recognize the need for both social media education and a simplified comprehensive management tool. Social media changes so rapidly it's hard to keep up, even for geeks like me who have

a passion for it. The truth is there are a lot of snake oil salesmen who claim to be 'social media experts' and charge hundreds of dollars an hour to create a basic Facebook page. With Kuhcoon, we've built a powerful tool that offers an intuitive and fun way to learn, manage and grow social media accounts from one place," Torba, a University junior from Moosic, said.

Kuhcoon placed second in a business plan presentation held at Wilkes University by the Greater Valley Technology Alliance (GVTA) as a part of the Tenth Annual Entrepreneurship Institute Feb. 18. The company is currently registered for and will participate in the GVTA's Tenth Annual Business Plan Competition, where it will present its plan in the collegiate

competition for up to \$30,000 in cash and services.

Over the past six weeks, Kuhcoon underwent its first successful private beta test with dozens of local students, business owners and musicians. The company is announcing the launch of its new landing page and promotional video at Kuhcoon.com and will be accepting 2,000 users into the second round of beta testing in April.

Appex Mobile Apps, located on 224 Wyoming Ave. in Scranton, was co-founded by Adam Ceresko and Andrew Herman in early 2009. Appex announced its graduation from the Scranton Enterprise Center and the opening of its 2,200 sq. ft. office in Dec. 2011 and will be incubating Kuhcoon in the early stages of company growth.

For additional information, please contact press@kuhcoon.com or visit <http://www.kuhcoon.com>.



Wave controller wildly to start: how motion controls changed gaming

COMMENTARY BY
LOUIS BALZANI
Sci/Tech Correspondent

When the creative minds at Nintendo began developing the successor to the GameCube, they tried to evolve video games into something that no longer focused solely on holding a controller and pressing buttons. They held the position that gaming could be more active, more physically involved and more unique than ever before. They were so confident in this idea that they made it a fundamental aspect of their next-generation console. They called this product the Wii, released it in 2006 and bet their existence on its success.

Nintendo's bet paid off. People around the world were awestruck by the console's new and innovative gameplay possibilities and

this lured millions of new consumers into the market. Microsoft and Sony saw Nintendo's runaway success and quickly realized how lucrative non-traditional controls can be. Several years later, Sony released the PlayStation Move, a controller similar to the Wii Remote, and Microsoft hurriedly released the Kinect, which did away with physical controllers completely in favor of voice and full-body gestures.

These products have made video games more mainstream than ever, but this comes at a price. In an attempt to make beloved game franchises more accessible (and lucrative), companies are now integrating non-traditional controls into an otherwise traditional gaming experience. Sure, controlling your "Mass Effect 3" squad with your voice is amusing, but shouldn't the resources used to create that functionality have

been focused on the core game instead? Does PlayStation Move support really add all that much to "LittleBigPlanet 2?" Does "Wii Music" have any real reason for its existence?

Games like these implement non-traditional controls as an afterthought. They do not dedicate much time to it, so the end result is mediocre and unrefined. When a project is built around this feature, however, the final product is usually much more desirable. "The Legend of Zelda: Skyward Sword" relies on precise emulation of swordplay to be fun and it achieves this goal very well. Pointing at the screen to control "Metroid Prime 3: Corruption" feels natural and fluid. Even using the Nintendo DS's touchscreen to control "Kirby: Canvas Curse" is entertaining and rewarding.

Why? These games were designed to take advantage of non-



UNIVERSITY STUDENTS, from left to right, Caitlin Zuilkoski, Matt DiMaio and Stefan Bossbaly play a video game using the motion-controlled Wii Driving remotes.

traditional control schemes. They play better for it and this provides the most reasonable solution to gaming's biggest problem: give

non-traditional control to the games that benefit from it and leave it out of the games that cannot.

Central Apartments

The best location for off-campus housing

317 Madison Avenue

| 2 Bedroom Apts |

- \$900/month + gas and electric
- Water, sewer, hot water included
- Wi-Fi enabled
- Parking pass available

Across from
Brennan Hall

Center of
Campus

CALL 570-499-3255 to see one!

Autocorrect errors annoy students

COMMENTARY BY
MEGAN CAREY
Sci/Tech Correspondent

Many students send a quick text from their smartphones without looking and occasionally do not pay attention to what their texts say. When students get an unexpected response because of a spelling error, the message usually causes embarrassment on the sender's part and entertainment for the receiver.

This phenomenon has prompted questions about how often these mistakes occur and whether or not they are actually funny.

Corrine DiGiovine, a freshman from Old Forge, said that the autocorrect feature on her phone changes the meaning of her messages at least once daily. She said that she thinks autocorrect mistakes are generally hysterical

when she talks to her friends, but annoying when she talks to her family.

"I think the websites for autocorrect [failures] are so funny," DiGiovine said. "I'm surprised I haven't ended up on one of them yet."

Kaitlyn Kolzow, a freshman from Newton, N.J., said that she receives at least four incorrectly autocorrected messages a day. However, she said that autocorrect changes her messages only a few times a week.

"Some of the things autocorrect comes up with are just so funny. I tried telling my friend I had an ice pop in the freezer, and it changed the word 'ice pop' to 'overpopulation,'" Kolzow said.

The lesson here seems to be that you should check your messages before you hit 'send,' or else you may face embarrassment at your error.

Science Tech

Catherine Erbicella
Science & Technology Editor

Flashback virus affects Apple computers

BY CORY BURRELL
Staff Writer

Apple has taken the offensive against the widespread Flashback Macintosh virus that is affecting more than half a million Macintosh Apple computers.

The company released a patch to fix a Java security flaw in Macintosh system software that the Flashback virus exploited.

According to a statement by Apple, “Apple is developing software that will detect and remove the Flashback malware.”

The statement also said the company is “working with ISPs worldwide to disable this command and control network.”

A problem with a widespread Macintosh virus outbreak is the inflated perceptions of security Mac users have. According to a recent survey done by security company ESET, only 20 percent of Mac users thought their computers were vulnerable to an attack. In the same survey, 57 percent of Mac users do not run anti-virus software, compared to eight percent of PC users.

Joe Casabona, a system integrator and web developer at The Uni-



THE AQUINAS PHOTO/THOMAS HEINTZ
MACINTOSH COMPUTERS were recently plagued with a Flashback malware virus. Macs have long been considered impervious to viruses.

versity, said the virus can potentially access sensitive information, such as usernames, passwords and other account information, but so far the virus has merely disrupted search results. Casabona also said the virus does not

affect other Apple products, such as iPods or iPads.

“This is not the first time the virus has surfaced, but this is by far the most successful attack,” Casabona said. “Still, it has done nothing malicious yet.”

The latest attacks have been eye-opening for some students at The University who use Macs, such as freshman Paulina Lopez. Lopez said the attacks make her uneasy but doubts they will make her stop using Apple products.

“I love Apple products,” Lopez said. “I probably won’t switch to another brand, but I’ll definitely take all the necessary precautions with anti-virus software.”

Casabona said the number of Macintosh viruses has increased as of late, but it would still be at least 10 years before viruses on Macs became as numerous as those that exist for PCs.

“More people make viruses for PCs than for Macs,” Casabona said. “Just over 10 percent of people are Mac users and most businesses are running Windows. For [people who make viruses], it’s a question of ‘Would you rather rob a piggy bank or Fort Knox?’”

Casabona said he recommends everyone regularly updates their computers and runs some type of anti-virus software, such as the Apple security software that comes with Macs or a third-party program such as McAfee.

Casabona said he hopes the attacks will serve as “a wake-up call for people.”

“The perception is that Macs don’t get viruses, which clearly is not the case,” Casabona said. “Hopefully this will inform people that, yes, Macs do get viruses... No platform is completely safe.”

Facebook’s Timeline feature extended to Pages

COMMENTARY BY
ANDREW TORBA
Sci/Tech Correspondent

Attention all Facebook page managers: Facebook pushed out an update for its “pages” design, allowing page owners to switch to the Page Timeline.

The new page design does not dramatically differ from an individual user’s Timeline, but there are several specific features that are unique to the Page Timeline.

One feature is the Page Admin panel. At the top of every page is a brand new admin panel with a variety of tools for page owners. Essentially, the admin panel is a dashboard that allows the page owner to view different analytical insights, receive messages and view various notifications acquired throughout the day. This is a powerful new tool for page own-

ers and brand managers to more easily manage their Facebook brand pages.

Another cool feature on the new Page Timeline is milestones. Many popular brands, such as The New York Times, are utilizing the milestone feature to document over 100 years of their brands’ histories. A milestone can be anything from an event, the accomplishment of a specific goal or even the hiring of a new employee. Managers can add photos, dates and stories to help describe each milestone in more detail.

Similar to a user’s personal Timeline, the new Page Timeline allows page owners to display a cover photo at the top. The cover photo is essentially a representation of the page. Many popular brands use their company logos or large staff photos. The new page design also allows for four different aspects of the page to be displayed, so managers can utilize

custom tabs.

The new Timeline Page allows page owners to pin important posts or announcements at the very top of the Timelines for a period of seven days. The time limitations are meant to increase content creation and interaction on Timelines.

It is yet to be determined if the Timeline for Pages will increase brand awareness or will turn away potential customers.

Originally published on tech.li.



How yearly video game releases harm industry

COMMENTARY BY
LOUIS BALZANI
Sci/Tech Correspondent

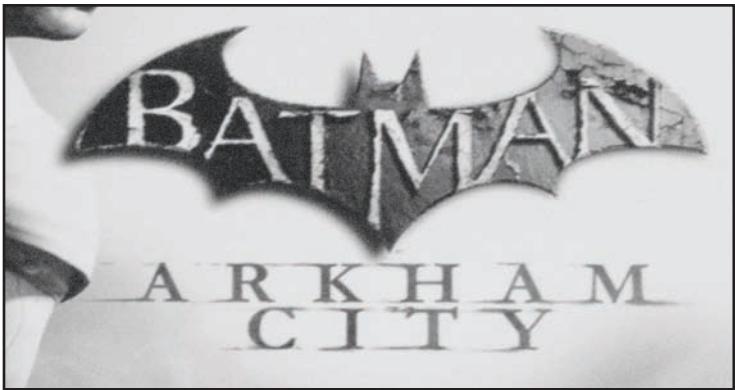
There was once a time when publishing companies cherished their video game franchises. Ubisoft nurtured “Assassin’s Creed,” Activision nurtured “Call of Duty” and Microsoft revered “Halo.” Somewhere along the line, however, someone realized that releasing a new franchise game every year generates more revenue than releasing a new game every two or three years. So, one by one, publishers began shortening deadlines and warning developers of the upcoming change.

This issue is not a new one in the gaming industry, nor is it exclusive to it. Franchises like “Madden NFL” have been on an annual release schedule since their inception. In these instances, however, publishers and developers focus on incremental updates and improvements as opposed to radical innovations that a typical sequel should bring. In today’s sequel-happy world, the focus has shifted to

keeping the bottom line in the black.

While profits may be expanding, this comes at the expense of the developers themselves. Forcing teams to release three annual products requires additional time, resources and manpower that could instead be dedicated to further refining one product over three years. Additionally, shorter deadlines and rushed production time put unnecessary amounts of stress on those developing a game. They are forced to come up with innovation and incremental improvements much faster, and this cuts into the creators’ collective ability to brainstorm and refine great ideas. Less development time also means more bugs and fewer features are included. A product in this situation will run the risk of feeling similar to previous installments, no matter how efficiently it was produced and polished.

If this problem is to be rectified, gamers need to protest these practices by closing their wallets and forcing the annual release system to become an unprofitable operation.



THE AQUINAS PHOTO/THOMAS HEINTZ
ARKHAM CITY, the latest Batman game, is the sequel to 2009’s “Batman: Arkham Asylum.” It was released quickly after the successful performance of the first game.

Central Apartments

The best location for off-campus housing

317 Madison Avenue

| 2 Bedroom Apts |

- \$900/month + gas and electric
- Water, sewer, hot water included
- Wi-Fi enabled
- Parking pass available

Across from
Brennan Hall

Center of
Campus

CALL 570-499-3255 to see one!

Advertising alumni return to campus

RUTH DAVID
Staff Writer

The Advertising Club had its third annual Advertising Day last Saturday and welcomed six recent alumni back to campus to give undergraduate students career advice.

Advertising Day, created by Professor Stacey Smulowitz and the Advertising Club, is aimed to create connections between alumni and undergraduates.

"I thought it was necessary for them to interact with students who recently graduated," Smulowitz said.

The event included a panel of six alumni. The students were allowed to ask them any questions they had about internships, résumés, interviews, jobs and job etiquette. Students

were also allowed to view the portfolios the alumni created in their senior years.

The Twitter hashtag #Ad-DayUofS was created for the event. Students could tweet a question to the panel if they did not want to ask them in person.

Kuhcoon, Corrine O' Kane, sales assistant for Clear Channel Media & Entertainment and Samantha Boccolini, assistant broadcast negotiator for Group M.

Torba said the most important component of the event was to inform students of new advancements in the advertising field.

"The industry is transitioning, and it is very important to understand social media is in the forefront of advertising now," Torba said.

Torba presented the stu-

dents with pieces of advice about impressing potential employers and advising them to be as marketable as possible.

"It's important to show you're multifaceted. Show you're well-rounded. Go beyond your classes, beyond your coursework," Torba said.

Boccolini gave the students a warning about their personal social media accounts.

"Think before you share, or at least keep it well hidden. Employers check your Facebook, Twitter and Instagram. You will not get hired if they find something bad," Boccolini said.

O'Kane told the students to be persistent in their job search post-graduation.

"Be aggressive, nothing is going to be handed to you. Get in there," O'Kane said.

Jillian Garzon, the secretary of the club, said hearing the alumni helped motivate her.

"People are at times too scared to push themselves. The alumni worked so hard when they were here. It motivated me to push myself more this semester. It's great to be able to hear their stories and seeing it's not all awful," Garzon said.

The event concluded with the panel explaining to the students how important it is to take the ad competition class. All members agreed it is a great real-world experience that cannot be duplicated in any other advertising class. Students were encouraged to ask the alumni any questions they may have in the future and to use the Alumni Society as much as possible.



THE AQUINAS PHOTO / EMMA BLACK
STUDENTS AND alumni came together at Advertising Day at The University Saturday. Alumni advised students to work hard and be smart with technology.

University launches online club system

DANA RANNEY
News Correspondent

Are you tired of dealing with massive amounts of required paperwork for your club or organization? Or do you wish you had a way to better stay connected with the clubs on campus? Now you can. The University debuted its new online club management system last week – RoyalSync.

Since its release, club leaders called RoyalSync "the Facebook for clubs on campus!" RoyalSync is an online club management tool powered by OrgSync, a company based in Dallas, Texas. Student Government purchased the club management system for clubs and organizations last spring, and the Center for Student Engagement worked with OrgSync over the summer to tailor the system to work for The University's needs. The best part about RoyalSync – it's all online and in one place.

RoyalSync allows students to browse through student organizations, service events and other campus programs to find opportunities to match specific interests. Not only does it provide students the ability to check out campus-wide events, but it also allows them

to keep up with activities and events pertaining to a single club or organization. Some other highlights include a "to-do list" tab, which makes it easier to manage and organize upcoming club events, as well as a polling feature, which can be used for member surveys or voting purposes within the club.

Business Club President Alexis Ribeiro expressed her enthusiasm for the new site and said it will help club leaders stay organized.

"Future officers should look forward to RoyalSync. I speak for the Business Club specifically when I say we're excited to finally have an online presence and don't need to worry about all the endless paperwork that used to be required of us," she said.

For every organization they join on RoyalSync, students are able to track the history of their involvement in clubs including event participation and meeting attendance. Several more features include following interactions with organizations and departments on campus, staying up-to-date on the latest campus events and monitoring the status of forms, surveys and other club-related information.

"Hopefully students

will adapt to RoyalSync. It would benefit them in terms of keeping up with their involvement within the community," Ribeiro said. "I can imagine it would be hard to miss a beat by doing so."

RoyalSync was set up with the intention to benefit students even after they graduate. Any participation and learning outcomes achieved as a result of staying involved at The University will be documented based on students' organization membership and event attendance. While applying for jobs, internships or graduate schools, students' participation is recorded on their very own e-portfolio. The e-portfolio gives students an official online document from their affiliated institution noting the personal and professional development achieved outside of the classroom.

Any student who logs into RoyalSync by Friday will automatically be entered to win one of two \$75 gift cards to Amazon. Students can find the RoyalSync feature in the form of an icon on their my.scranton homepage next to the Angel icon. A practical and easy-to-use resource, RoyalSync is a great way to stay connected and well-informed, so get started today.

Pango app makes parking easy

COLLEEN DAY
Managing Editor

Gone are the days of carrying change and worrying about parking tickets.

Senior Rebecca Hextall, a commuter, started using Pango Mobile Parking, a pay-by-phone parking service, in June and said the service is easy and convenient.

"Last year I just parked at the meters, and I always ran into problems. Either I didn't have the money or I ran out of time on my meter and got a ticket," Hextall said. "I think I got four or five tickets last year."

Pango Mobile Parking, which was launched May 28 in Scranton, has had tremendous success in its first three months, CEO Dani Shavit said.

"We marked a nice milestone, which was 10,000 parking sessions in the city, which is great for a city the size of Scranton. We found a great partner in Mayor Chris Doherty. He saw the potential of

how Pango could be good for the city and its merchants," Shavit said. "In fact, Pango increased the revenue within the city by 23 percent within the first three months."

While the company has had much success within the city, Pango Mobile Parking is looking for ways to reach out to University students, Shavit said.

University students will be offered 10 free hours of parking through the end of October when using Pango Mobile Parking.

Shavit also said that Pango Mobile Parking offers a great opportunity for location based advertising.

"When you start a parking session, you will receive coupons for merchants within your parking zone. If you park near the courthouse, you get a coupon for 10 percent off your lunch at Von Luger's [Carol Von Luger Steak & Seafood] just because you are parking with Pango. Same with Osaka," Shavit said.

Another benefit is that users pay for the exact

amount of time they are parked in the spot rather than paying in 15-minute increments. There is also a expand feature that allows users to expand the amount of time they are parked in a parking spot through their mobile device.

"Sometimes you don't have change – sometimes you're stuck in a meeting. If it's rainy or snowy and you just don't want to go outside. We solved that by using a mobile platform, and that's why people are inclined to pay with Pango, because it's just easier," Shavit said.

Users can sign up for Pango Mobile Parking three ways: through the website, by calling 1-877-myPango or by downloading the Pango Mobile Parking app on smartphones.

A Pango Mobile Parking ambassador will be on campus every Tuesday between 11 a.m. and 2 p.m. to address any questions about the parking service.

For more information about Pango Mobile Parking, visit www.mypango.com.

'AWARD' CONTINUED FROM PAGE ONE

Ryan Remley describing the award and what it meant.

But a look at Burne's record both academically and militarily leaves little doubt as to why he was selected. A triple major in international studies, political science and philosophy, he is also triple minoring in Spanish, Arabic and leadership. Burne is active in Student Government, The University's crew team and several other University programs. He has been a member of the Royal Warrior Battalion's Ranger Challenge team for four years and has participated in the Army 10-miler twice. He has also served with various leadership positions within the battalion throughout

his ROTC career, culminating with his current role as Cadet Battalion Commander.

Burne, however, remains humble.

"To me, it is a testament to the strength of the Royal Warrior Battalion and of the academics here at Scranton. Obviously, yes, it was a lot of individual work. However, none of it was possible without a lot of help from cadre, from professors and from fellow students and classmates," Burne said.

Remley is more willing to offer praise.

"Burne ranks in the top three cadets I have seen not only in my years as professor of military science, but also as an assistant professor of military

science when I was a captain," Remley said.

Remley went on to talk about how winning this award demonstrates Burne's commitment as a leader both in his military responsibilities and as a student and member of a community. Remley said Burne truly leads by example and that there is nothing more Remley could ask of him as a cadet.

"This is a great honor for Cadet Burne, it's a great honor for the Royal Warrior Battalion and the University of Scranton, and I can't think of anyone better to represent the 2nd ROTC brigade as a whole. I congratulate him on a job well done," Remley said.



Park | Pay by Phone | Go

To Sign-Up or download the Smartphone APP
www.myPango.com

Parking Zone #
71901

PAY by using the **Smartphone APP**
or dial **1-877-MYPANGO**
(697-2646)



www.scrantonpa.gov

Scan with your smartphone to download our mobile app

THE AQUINAS PHOTO / EMMA BLACK
PANGO MOBILE Parking offers drivers a simple way to pay for parking in Scranton. A Pango Mobile Parking representative will be on campus weekly to answer questions.

Building an 'Eco-system'

Why develop an entrepreneurship minor? Because the need existed, explains Dean Mensah.

A few years ago, the Kania School adopted, as part of a vision, the desire to be “the major academic resource for economic development in Northeastern Pennsylvania.” This meant analyzing the region’s shortcomings, and a conspicuous conclusion came forward: the University needed to promote entrepreneurship.

“We had a responsibility to contribute to the development of a strong regional entrepreneurship culture and help create the needed infrastructures to inspire and educate interested students, as well as budding small business developers and owners,” says Dean Mensah.

Dr. Brumagim calls Dean Mensah the driving force behind the minor, which was in discussion for more than three years before being implemented last fall.

“It took the dean, strong support from the KSOM faculty and throughout the University to have the program come together,” says Dr. Brumagim.

The program was purposely constructed to bring the community together, promoting an “eco-system” of support that advances entrepreneurship regionally.

There have already been collaborations with a variety of organizations, including the University’s Women’s Entrepreneurship Center and Small Business Development Center, as well as community initiatives and fellow Northeastern Pennsylvania universities.

“Entrepreneurship development leads to economic development, so a major long-term benefit of the minor’s efforts is the betterment of our region,” concludes Dean Mensah.

The Skills to Succeed

Intimidated? At the onset of the program, the non-business majors admitted they were. But the class quickly bonded over a shared enthusiasm.

“We all have a spark for entrepreneurship, a certain mindset,” said Andrew Torba ’13. “And I would say the whole class had it.”

Whether the spark is lit for the restaurant industry, building an independent record label or starting a psychiatric practice, the ambition is evident. (That’s good to hear since they face the reality that a start-up could take time and patience before turning a profit.)

For Torba, his interest in social media and marketing led him to the entrepreneurship minor, which in turn led to an internship.

The one-time political science major turned philosophy major is fascinated by the technology field and is armed with an idea for a start-up social media management platform.

After listening to Kris Jones address the class in September, Torba started a dialogue with the internet entrepreneur that eventually resulted in a marketing internship – through the minor – at a Scranton mobile app development company that Jones has provided substantial Angel capital for.

“He is advising my own start-up, and his guidance and insight are definitely helpful,” Torba says.

Entrepreneurs & the Economy

Today, there is a misconception that entrepreneurship is only a technology field. Not true. It’s simply a job-creation field.

In 2010, 565,000 new U.S. businesses were started per month by new and repeat entrepreneurs, according to the Ewing Marion Kauffman Foundation (kauffman.org), a private, nonpartisan foundation that looks at entrepreneurship on national and global levels.

Since the Great Recession, more Americans have become entrepreneurs than at any time in the past 15 years.

That’s good news, explains Dr. Brumagim. There’s actually security in working for yourself.

“As the data shows, large employers, which used to be a haven for people seeking safety, are actually riskier now than entrepreneurial ventures,” he says. “A lot of large companies are shrinking and outsourcing, and people are realizing that their safest bet is to be entrepreneurs. That is having a nationwide effect on the economy.”

It’s also creating a buzz in the classroom.



Through the entrepreneurship minor, Andrew Torba '13 landed a marketing internship at APPEK, a mobile app development company in Scranton. It is the ideal internship for an undergraduate fascinated by the technology field.

15

Like Torba, Gwen Levy, who is interested in making a name in the make-up industry, recently landed her perfect internship with LiteWing Naturals, a natural and organic food company, founded by Colleen Sullivan Palus '91.

Networking, spotting an opportunity, and making your own breaks is a creed for the entrepreneurship minors.

But those are not their only talents, points out Kenneth Okrepkie '91, G'96, who teaches the spring 2012 semester’s “Business Creativity, Feasibility, and Innovation” course.

“Whether a student decides to go on and start a business, takes over their family business or enters the workplace, the skills that make an entrepreneur successful are the same skill set that make people successful in life,” says Okrepkie, who works at Ben Franklin Technology Partners of Northeastern Pennsylvania, which invests money in early-stage technology companies.

Faced with an unsteady job market, this skill set can make these students attractive to employers, and also gives them another option.

“My mom made the joke that if I couldn’t find a job, at least I’d be able to make my own,” says Nicole Piotrowski '13.

Not to be outdone by Dr. Stevenson from Harvard, Scranton’s entrepreneurship program has synthesized its own definition of entrepreneurship.

Entrepreneurship is the process of seizing opportunity, innovating, providing value, acquiring resources, managing risks, and reaping benefits within the context of ethical determination.

Our Fulbright Tradition Continues



Five University graduates were awarded Fulbright U.S. Student Program scholarships for the 2012-2013 academic year. Pictured (from left) are Harold Baillie, Ph.D., senior vice president for academic affairs and provost; Kevin P. Quinn, S.J., president; Anna DiColli '10, who was awarded a Fulbright Scholarship in public health to Spain; Kathleen Lavelle '12, who won a Fulbright Teaching Assistantship to Spain; Ellen (Maggie) Coyne '12, who received a Fulbright English Teaching Assistantship to South Korea; and Susan Trussler, Ph.D., Fulbright Program Adviser and associate professor of economics/finance. Fulbright recipients C.J. Libassi '10, who won a Fulbright Teaching Assistantship to Spain, and Nicole Linko '12, who will conduct research highlighting "The Transformation of the Estonian Economy" at the University of Tartu in Estonia, are absent from photo.

For a more in-depth look at the University's Fulbright program and its success, see page 24.

Double Major Earns Coveted Scholarship

As if excelling with a double major in biochemistry, cell and molecular biology and English wasn't rare enough, Bradley M. Wierbowski '13 just became even more notable. The double major earned one of the nation's most coveted honors in science, mathematics and engineering – the Barry M. Goldwater Scholarship. He joins just 282 students from elite colleges from across the nation – including just three Jesuit universities – to be awarded a Goldwater Scholarship for the 2012-2013 academic year.

A member of the University's Honors Program, Wierbowski is the 10th Scranton student in the past decade to receive this prestigious honor that recognizes excellence in research, as well as exceptional academic achievement in science, mathematics and engineering.



Andrew Torba '13 (pictured) won the 10th Annual Great Valley Business Plan Competition with his teammates Mike Toma and Charles Szymanski.

University Student's Team Wins Business Plan Competition

In June, more than 200 professionals gathered to honor Andrew Torba '13 and his business partners as they were named the winners of the 10th Annual Great Valley Business Plan Competition (GVBPC).

This year's GVBPC awarded \$100,000 in cash and in-kind support to two entrepreneurial teams. Those eligible to enter the competition include students from the region's 14 colleges and universities along with non-collegiate entrepreneurs. After careful deliberation, the judges selected collegiate team Kuhcoon LLC, whose team consisted of Torba, Mike Toma from King's College in Wilkes-Barre, and Charles Szymanski from the Pennoni Honors College at Drexel University in Philadelphia.

Kuhcoon LLC is an interactive social media management and growth service. Its mission is to provide business owners with "an extraordinary social media community," according to Torba.

Torba, a philosophy major with minors in both entrepreneurship and political science, first learned of the competition through the entrepreneurship program.

NEWS

OFFICE OF PUBLIC RELATIONS
SCRANTON, PA 18510
www.scranton.edu
(570) 941-7669
Fax: (570) 941-4097
E-mail: news@scranton.edu

National Recognition

U.S. News & World Report

Top 10 Best Regional Universities in the North for 19 consecutive years
Ranked 10 in 2013 edition

"Up-and-Comers"

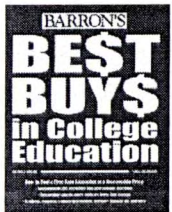
The Chronicle of Higher Education

"Top Producers of U.S. Fulbright Students."
8 consecutive years



"Best 377 Colleges" for the past 11 years

"Best 296 Business Schools" for the past 8 years



"Best Buys in College Education"

By The Numbers

Founding Date: 1888
Enrollment: 5,900 total
All Undergraduates: 4,043
Freshman Class: 971
Student-to-Faculty Ratio: 12 to 1
Average Class Size: 20
Average Graduation Rate: 80%
Average Freshman Retention Rate: 88%
Alumni: 45,000
Bachelor's Degree Programs: 61
Master's Degree Programs: 25
Doctoral Degree Programs: 1

THE UNIVERSITY OF SCRANTON

A JESUIT UNIVERSITY

Stan Zygmunt, Director of News and Media Relations
570-941-7662 (office)
[REDACTED] (home)
stan.zygmunt@scranton.edu

Gerry Zaboski
Vice President for External Affairs
570-941-7668 (office)
[REDACTED] (home)
gerald.zaboski@scranton.edu

For Immediate Release

University to Begin Offering Entrepreneurship Major in Fall 2014

Entrepreneurship Spirit Coveted by Established Firms Too

The University of Scranton's new major in entrepreneurship, which officially begins in the fall 2014 semester, encourages students to be "mavericks" and problem solvers, capable of both creating new businesses and being creative with an existing company's resources.

According to Alan Brumagim, Ph.D., entrepreneurship program director and associate professor in the University's Marketing, Management and Entrepreneurship Department, most entrepreneurship students won't start their own business right after graduating from college, however, they will gain the innovative and inventive habits sought after by existing firms. This ability to "think differently" makes these students attractive employment candidates. Dr. Brumagim says many companies are looking for "mavericks" to lead them "to more effective ways of doing business."

"Entrepreneurs see opportunities in problems," said Dr. Brumagim.

"Entrepreneurship is a process of thinking learned by students through their coursework. It's a way of approaching situations encountered in business – or life."

"One of the things we teach students through the courses is to 'think inside the box,' which means to think creatively about the use of resources that are already at your disposal," said Dr. Brumagim, who used an example to illustrate this point from the Business Creativity and Innovation course, in which students are asked to solve a problem as a group – without speaking to one another or using electronic devices. While at first the tech-dependent students are at a loss, they soon realize they have chalk and a blackboard at their disposal. Altering perceptions and making students think about different ways to problem-solve is key.

"Through hands-on exercises and experience integrated in courses throughout the program, students learn to fully examine and creatively utilize all the resources of a

company,” said Dr. Brumagim. He has already seen examples of large firms expressing strong interest in students who have taken the entrepreneurship minor, which the University has offered since 2011.

Through the entrepreneurship minor, Dr. Brumagim has also seen students successfully start their own businesses. Andrew Torba, a 2013 University of Scranton graduate who majored in philosophy and minored in entrepreneurship, and his business partners won the 10th Annual Great Valley Business Plan Competition (GVBPC). They started Kuhcoon LLC, an interactive social media management and optimization service.

Dr. Brumagim says entrepreneurship students also thrive at smaller firms.

“Most college graduates work for smaller employers, where they must wear many hats,” said Dr. Brumagim. “The broad base of the entrepreneurship major exposes students to multiple business disciplines, which makes them more comfortable in the varied roles they’re required to fill when working at a small or even midsized business.”

In addition to the core curriculum of business courses required for all majors of the Kania School of Management, the entrepreneurship courses include The Entrepreneurship Mindset, Business Creativity and Innovation, Applied Business Foundations for Entrepreneurs, the Entrepreneurial Business Plan and Social Entrepreneurship, as well as a capstone course that requires students to operate an actual business. Entrepreneurship major electives include courses in electronic commerce, project management, family business and acquiring and managing resources, as well as a study-abroad entrepreneurship course, which is offered in early summer.

In addition to the entrepreneurship major, the entrepreneurship minor will continue to be offered to students in all majors at the University.

For additional information, contact Dr. Brumagim at alan.brumagim@scranton.edu or call 570-941-7480.

07-31-14

Digital image:

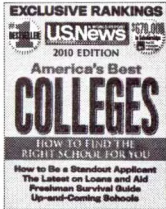
University of Scranton alumnus Andrew Torba '13 (right), was among the first students to pursue a minor in entrepreneurship at the University. He and his teammates, Mike Toma (left) from King's College and Charles Szymanski (center) from Drexel University, won the 10th Annual Great Valley Business Plan Competition and started Kuhcoon LLC. The University will offer a new major in entrepreneurship beginning in the fall 2014 semester.

NEWS

OFFICE OF PUBLIC RELATIONS
SCRANTON, PA 18510
www.scranton.edu
(570) 941-7669
Fax: (570) 941-4097
E-mail: news@scranton.edu

THE UNIVERSITY OF SCRANTON A JESUIT UNIVERSITY

National Recognition



Top 10 among master's universities in the North for the past 16 years

Ranked 7th in 2010 edition

"Strong Commitment to Teaching"

"Top up and coming schools"

"Great Schools, Great Prices"



"Best 371 Colleges"

"Best 301 Business Schools"

By The Numbers

Founding Date: 1888
Enrollment: 5,811 total
All Undergraduates: 4,154
Freshman Class: 1,036
Student-to-Faculty Ratio: 11 to 1
Average Class Size: 23
Average Graduation Rate: 77%
Average Freshman Retention Rate: 90%
Alumni: 42,500
Major Programs: 59
Minors: 43
Master's Degree Programs: 25
Doctoral Degree Programs: 1

Stan Zygmunt, Director of News and Media Relations
570-941-7662 (office)
[REDACTED] (home)
zygmunts2@scranton.edu

Gerry Zaboski, Vice President for Alumni and Public Relations
570-941-7669 (office)
[REDACTED] (home)
zaboskig1@scranton.edu

For Immediate Release Freshmen Inducted into National Honor Society

One hundred seventy-four University of Scranton students were inducted into Alpha Lambda Delta, the national honor society of freshmen, at a ceremony held recently on campus. Inductees are full-time students enrolled in degree program with a grade point average of 3.5 or above who rank in the top 20 percent of their class.

The following students were inducted into the freshmen honor society:

Elizabeth J. Abikaram

Safia Abulaila

Natalie Acevedo

Julianne Allen

Olivia Annitti

Frank Anzelmi

Catherine M. Appell

Elyse Marie Aristide

John Bahnsen

Matthew Bannon

Kerianna M. Beckman

Elizabeth Rose Boino

Kaitlin Bolster

Maria Patrica Boris

Abbey Lynn Boyd

Lindsay Ann Braen

Charles Joseph Browning II

Molly L. Calderone

Becca Cangemi

Julia Chaplin

Laura Ann Cicirelli
Danielle Clemson
Michael G. Coco
Elisabeth Suzanne Costanzo
Matthew Craven
Geraldyn R. Cross
Julianne Mae Croutier
Gabrielle M. Curcillo
Jonathan D. Curtin
Alexander Daly
Allison M. Daly
Erin Kathleen Davis
Stephanie E. Dearden
Robert Della Polla
Kevin T. Demko
Kevin Patrick Dermody
Samantha Q. DeSantis
Angela DiBileo
James W. Dillon
Anthony Dilmore
Patricia A. Donovan
Ryan T. Dowd
Kathleen Gerrity Druther
Anthony A. Duchnowski
Alyssa Dulin
Maria Durdach
Nicholas Charles Englese
Megan A. Etzel
Victoria Ezell
Kaitlyn Mae Facciponti
Emily Rose Farrell
Mary Eileen Feighan
Christine Ferrari
Brian G. Fischer
Stephen David Franchak, Jr.

Peter C. Freshour, Jr.
Julianne M. Frey
Molly Furlan
Nicole V. Furman
Colleen Gallagher
Andrea Genello
Michael J. Genello
Alyssa R. Gioio
Kaitlin Giunta
Meghan Giunta
Matthew W. Gorman
Maura L. Graham
Laura Gudmundsen
Elena M. Habersky
Olivia Haney
Julia J. Hawley
Alexander Hill
Kimberly Hurley
Paul L. Jackowski
Hanna Clare Joyce
Jessica H. Kasper
Collin M. Kaval
Michael Vincent Kavanagh
Diana Kaziu
Brittany Kelly
Dominique Keogh
Allyson J. Kiss
Rachel Knuth
Stephen F. Kranick
Ryan M. Kwolek
Sarah Lamothe
Shannon Lavelle
Kaitlin Lazorko
Cindy Loaiza
Matthew Lombardi

Kaitlin Long
Elizabeth Lord
Colleen B. Mackrell
Victoria E. Maurer
Felicia Mazzoni
Brian J. McAvoy
Patrick G. McCabe
Timothy J. McCormick
Lauren McGee
Matthew S. McGrath
Timothy P. McGurrin, Jr.
Danielle McLaughlin
Brooke Ashley McMichael
Zack Mildrum
Karalee Morgan
Matthew Mosko
Jeremiah C. Mullen
Amanda Lynn Murphy
Taylor Patrick Nelson
Emily Nohilly
Corinne Nulton
Amy Elizabeth Oakley
Melissa Ortiz
Grace Palma
Eileen L. Pape
Marissa Papula
Thomas G. Parkes
Devin B. Patel
Lauren A. Patire
Sandra Perry
Logyn Pezak
Rory A. Pfund
Liz Piliero
Anthony James Policastro
Cristina N. Pontoriero

Holly Pratesi
William P. Reddington
Maura A. Regan
Jessica Reid
Justin Robert Riley
Felix Rodriguez
Christina M. Rossi
Catherine Rotterman
Ashley Rufo
Michael Scarantino
Jonathan Bradley Schall
Rebecca A. Schmaeling
W. Ryan Schuster
Amy Lynne Schwartz
Joseph R. Seemiller
Erin C. Serkes
Jessica M. Sheruda
Nina Antoinette Sivoella
Emily K. Skiff
Alexander Skojec
Kathleen E. Smart
Gina D.H. Staller
Edward Shane Stredny
Alyssa M. Studwell
Caroline Swift
Michelle Grace Thomas
William C. Thomsen
Alyssa Marie Thorley
Jacquelyn Tofani
Marcus B. Tomaino
Andrew R. Torba
Michael Ross F. Trischetta
Alyssa Trivigno
Jackie Tyma
Alexandria Ulisse

Laura C. VanVolkenburg
Michele Wall
Leonard T. Walsh
Lindsay Ward
Alexandra Watson
Timothy Weber
Jan Alexander Wessel
Bradley M. Wierbowski
Adam Thomas Wisniewski
Kristen Wieland
Ardy Wong
Abby Yavorek
Caila M. Zappala
Anastasia Zygmunt

05-10-10