Vol. 86, No. 48 Tuesday, April 6, 2010



# Tuition Increase to Offset Budget Shortfalls

The Breeze

JMU students will be pinching more than pennies as a result of the university's decision to raise tuition next year by 8.5 percent for in-state students.

Friday, the Board of Visitors approved a tuition increase for the 2010-2011 school year. The tuition increase will offset the \$3.4 million in budget cuts from the Gen-

According to Charlie King, senior vice president for administration and finance, cuts not covered by the tuition increase will come from the auxiliary reserves account, which funds emergency needs, athletics, operations, facilities and other areas of the budget.

"I don't think any of us like the prospect of increasing any costs for our students or their families," said Meredith Gunter, rector of the Board.

Last year, the House of Delegates would not grant federal stimulus funding to state universities if tuition was raised above 5 percent. This year, the House did not place a cap on tuition increases.

"The only place for us to go to help make up that reduction is an increase in tuition and fees," King said.

In-state students who live on campus

**IN STATE** 

YEAR	TUITION	% CHANGE
1999-2000	\$3,926	-
2000-2001	\$4,000	1.88%
2001-2002	\$4,094	2.35%
2002-2003	\$4,458*	8.89%
2003-2004	\$5,058	13.46%
2004-2005	\$5,476	8.26%
2005-2006	\$5,886	7.49%
2006-2007	\$6,290	6.86%
2007-2008	\$6,666	5.98%
2008-2009	\$6,964	4.47%
2009-2010	\$7,244	4.02%
2010-2011	\$7,860	8.50%

**OUT OF STATE** 

YEAR	TUITION	% CHANGE	
1999-2000	\$9,532	-	
2000-2001	\$9,850	3.34%	
2001-2002	\$10,606	7.68%	
2002-2003	\$11,642*	8.89%	
2003-2004	\$13,280	14.07%	
2004-2005	\$14,420	8.58%	
2005-2006	\$15,322	6.26%	
2006-2007	\$16,236	5.97%	
2007-2008	\$17,386	7.08%	
2008-2009	\$18,458	6.17%	
2009-2010	\$19,376	4.97%	
2010-2011	\$20,624	6.44%	
TUITION SOURCE: UNIVERSITY BUSINESS OFFICE WEB SITE			

\* There was a mid-year tuition increase between fall 2002 and spring 2003.

will pay \$930 more per year and off-campus students will pay \$616 more per year. For out-of-state students, those who live on-campus will pay \$1,562 more per year and off-campus students will pay \$1,248 more per year.

'Considering the fact [the General Assembly] had to cut \$2 billion more than what the introduced budget was, higher

education came out as well as it could," King said.

Nick Thiel, a junior engineering major, said he had mixed feelings over the tuition hike, but he is not surprised tuition is increasing.

"I think most people understand that

see TUITION, page 5



President Linwood Rose said during Friday's Board of Visitors meeting that JMU will be down \$24.4 million in three years in the general funds.

**CLASS OF 2014** 

# Admissions Sees Increase in Diversity, Competition

By KALEIGH SOMERS The Breeze

When sophomore Alexa Painter applied to JMU, she didn't think she would have any trouble getting in. With strong SAT scores and a high GPA, in addition to her long list of extracurricular activities, Painter considered herself a competitive candidate.

To her surprise, she was rejected as an incoming freshman. She applied to transfer from her community college as a sophomore. She was then admitted into JMU's Nursing/Pre-Occupational Therapy program.

Painter believes her rejection was a result of her lack of diversity. After receiving her rejection letter, Painter spoke with an admissions counselor who told her what to change to be accepted as a transfer student.

"JMU becomes more competitive not only in intellect but also ... in terms of other things such as ethnicity and what major you want to pursue," Painter

According to Michael Walsh, director of Admissions, if applicants contact admissions, the counselors explain what factors are considered when they review transfer applications. Walsh believes students see JMU as an increasingly competitive university.

The admissions office is "wait-listing and denying students today, who four years ago would have been admitted with the same credentials," Walsh said.

This year, according to Walsh, admissions accepted about 12,000 applicants with the intentions to cap actual enrollment at 3,960 applicants for the second vear in a row.

The applicant pool, composed of approximately 22,000 applicants compared to less than 21,000 last year, is more diverse than ever, according to



enrollment at 3,960 for the second year in a row.

Since 2004, the number of undergraduate applications from minority students has increased 88 percent, according to

"More women initially put us in their list of schools. We need to get more males to look at us, to seriously consider us."

Michael Walsh director of Admissions

Walsh. He attributes this, in part, to outreach programs by departments, students and alumni, who speak on the university's behalf to prospective students.

That's not the only reason Walsh

believes JMU is more competitive. He believes there is an increasing number of prospects applying to at least five schools, which adds to JMU's applicant

Maura Purcell, an undeclared freshman from Connecticut, applied to 12 different schools, including Loyola University, Gettysburg College, University of North Carolina at Asheville and The College of Charleston.

'I thought JMU was one of the most challenging schools to get into," Purcell

In regards to diversity, Walsh said the university has to attract a wider range of applicants, but JMU is geographically disadvantaged.

"The average [travel] distance for college students today is less than 100 miles," Walsh said.

President Linwood Rose made a

see ADMISSIONS, page 5

### **COURT UPDATE**

# Pub Owner Gets Two Months In Jail, Two Years Probation

One of Harrisonburg's nighttime hotspots, The Pub, closed Wednesday because of the owners' legal William R. Royer, 51, and Terri

Lynn Life, 47, appeared in circut court Thursday. Royer pleaded guilty to two counts of misdemeanor embezzlement and three counts for failing to pay the Harrisonburg meal tax. According to Louis Nagy, assistant commonwealth attorney, an

embezzlement charge, one money laundering charge and five charges of failing to pay the meal tax were Royer was sentenced to 60 months

in jail with all but two months suspended and two years supervised probation. Life pleaded guilty to two charg-

es of failing to pay the meal tax. Six additional charges of failing to pay the meal tax, two charges of embezzlement, one charge of conspiring to embezzle and a money laundering charge are still pending and will be heard April 22.

Nagy said it was not unusal for an agreement to be reached between the parties in exchange for a guilty plea.

Nagy said an investigation began



RYAN FREELAND / THE BREEZE The Pub closed Thursday as its owners

face legal troubles.

after the Commision of Revune office contacted the attorney's office regarding suspected tax problems. The attorney's office contacted the ABC board to investigate.

Royer and Life were using money neant to pay taxes to keep their business afloat, according to Nagy.

Royer and Life must pay \$42,581 in restitution. Nagy said in most situations the defendants would have the probation period to pay back the restitution. However, Nagy said the details of the plea bargain state Nagy and Life must pay \$1,500 per month.

- staff reports

## 4/6 INSIDE

Too Hot to Prof Studies reveal trends

in students with more attractive professors.

**OPINION** Bicycle, bicycle

Safety tips for cyclists taking to the streets.

**MACRoCk Madness** Independent bands perform at annual festival.

**Cookie Craze** Campus Cookies expands to Virginia Tech.

Time for a turnaround Football team's new motto inspires.

# Men Charged With Off-Campus **Burglaries Plead Guilty**

Two men charged with a string of off-campus burglaries during spring break 2009 pleaded guilty to three counts of breaking and entering and two counts of grand larceny in circuit Preston L. Moats, 19, of Staunton,

appeared in circuit court Thursday, and Charlie E. Collins, 20, appeared in circuit court Monday. Moats and Collins were arrested

March 15, 2009 after police received a tip about trespassing on the 800 block of Port Republic Road, according to a 2009 release from the Harrisonburg Police Department.

Louis Nagy, assistant commonwealth attorney, said Moats and

Collins received a total sentence of 25 years jail time for all five counts. All of the 25-year sentence was suspended except for three months. Moats and Collins will serve three months jail time and three years supervised Nagy said neither Moats nor Collins

were charged with gang-related felonies. The HPD release said three of the seven had gang-related charges.

Neither Moats nor Collins are affiliated with JMU.

Seven total defendants were charged in the case and all are scheduled to appear in court later this month.

staff reports





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The Breeze, the student-run newspaper of James Madison University, serves student, faculty and staff readership by reporting news involving the campus and local community. *The Breeze* strives to be impartial and fair in its reporting and firmly believes in First Amendment rights.

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## EDITOR-IN-CHIEF

BRFF7FFDITOR@GMAIL.COM

## BRFF7FNFWS@GMAIL.COM

#### BRFF7FARTS@GMAIL.COM

SPORTS DESK BRFF7FSPORTS@GMAIL.COM

#### OPINION DESK BRFF7F0PINION@GMAIL.COM

### BRFF7FCOPY@GMAIL.COM

BRFF7FPHOTOGRAPHY@GMAIL.COM BRFF7FGRAPHICS@GMAIL.COM

# PHOTO/GRAPHICS

#### SALES EXECUTIVES BRYAN ALTENHAUS NATHAN CHUA

BREEZEVIDEO1@GMAIL.COM

540-568-6127

ADS MANAGER

ASST. ADS MANAGER

ADS DESIGN MANAGER

ASST. DESIGN MANAGER

JONATHAN MANTFIL

NICOLE ORT

CLIFF STANLEY

AMY MOGRAN

DANIFI DEVINE AMANDA MAZURKEVICH SAMANTHA PLANTANIA ADVERTISING DEPARTMENT CARSON STANLEY

DAVID WALES

BONNIE HALL

KATHRYN CROWLEY

#### MARKETING & CIRCULATION COORDINATOR

### ${\sf AD\ DESIGNERS}$

ANTHONY FREDERICK MICHELLE HAMSON **FVAN FLOYD** SUSIE McCARTHY

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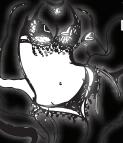


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EDITORS Matt Sutherland & John Sutter E-MAIL breezenews@gmail.com

# IN BRIEF

#### **Pedestrian Fatally** Struck in Neighborhood

**HARRISONBURG** 

Harrisonburg resident Sabino Nolasco, 51, was struck Friday night by a car on the 100 block of Reservoir Street, near the intersection with East Market Street. The driver, a 24-yearold woman who was not named by HPD, was traveling southbound on Reservoir in a Toyota Camry when she struck Nolasco. When emergency crews responded at 9:40 p.m., Nolasco

was pronounced dead at the scene.

#### **HARRISONBURG**

#### Traffic Cameras Will Only Monitor Traffic

The installation of a dozen traffic cameras on Harrisonburg's busiest intersections will only be used to monitor traffic and manipulate traffic lights, according to the Daily News-Record. The security cameras, a project by the Harrisonburg Public Works Department, will not be used for law enforcement purposes, such as catching vehicles running red lights or speeding.

#### **BLACKSBURG**

#### Virginia Tech Kicks **Out Sorority**

The Delta Zeta chapter at Virginia Tech was removed from the university Monday because of several alcoholrelated incidents. The sorority has been denied recognition by Tech for more than two years, but the university has now decided to remove the house from campus. Current sorority members will be able to stay in the house until the end of the school year.

#### **OUTER SPACE**

# Stars and Planets Align for Perfect Sight



JMU's Department of Physics and Astronomy held a viewing event on Friday, giving students, professors and community members the opportunity to use high-power telescopes to have good views of Saturn, Mars, Venus and the Orion Nebula.

#### **By STEVEN BUTLER**

contributing writer

Star-gazing students, professors and general public were able to see planets billions of miles away in plain sight Fri-

Clear skies and mild weather were ideal conditions for a telescope viewing at the JMU Astronomy Park. The free event, put on by the JMU Department of Physics and Astronomy, offered views of Saturn, Mars, Venus and the Orion Nebula through high-powered telescopes.

"It's sort of nice to invite the local community to see what we have here," said Sean Scully, assistant professor of physics and astronomy.

Behind Scully, a line of people anxiously waited to view Saturn, the sixth planet from the sun. As seen through the scope, Saturn appeared as a white image of the familiar ringed planet.

James Buchanan, a junior information analysis major, was surprised by how the planet looked through the telescope.

"Actually, Saturn looked fake," Buchanan said. However, he did find the planet the most interesting because he could actually see the rings

Scully said the \$2,500 telescopes are computer-controlled with a remote and include a GPS system that can find anything in the sky. Scully said the hardest

part of the process is finding two stars to use as reference points.

Several families with children were present, including Paul Szuba of Staunton, who brought his daughter and granddaughter.

"I'm that type of person. I'm into Discovery Channel and all that," Szuba said. "Anytime I see stuff like this, educational, I try to take advantage."

Dan Simonson, a senior physics major, manned the other Meade LX200 telescope. Simonson took a class on observing techniques that taught him how to assemble and align the scopes.

"Once you start doing research with astronomy, you're one of the few people

that can use the telescopes," Simonson

As people lined up to see Mars, he explained that the planet's red color is

caused by iron oxide on the surface. "It's the real deal you're getting a look at," Simonson said.

Some students attended as extra credit for astronomy classes like Craig Brown, a junior information analysis major. Despite only attending only for the credit, Brown left impressed.

"It's cool that a telescope can take you that far," Brown said. "I had a little \$100 telescope when I was little that would never work like these professional things do."

## **PSYCHOLOGY**

# Professors' Looks Attract Higher Evaluations

The Breeze

Don't judge a book by its cover, especially when that "book" is your professor.

A recent study published in 2006 in The Journal of General Psychology found students tend to give better evaluations to more attractive professors.

The study, conducted by psychologists at Medaille College in Buffalo, N.Y., took four schools and their usage of the popular Web site, Rate My Professors, into account. including JMU. The other colleges included were Grand Valley State in Michigan, the University of Delaware and San Diego State University.

"For all four schools studied, attractive professors (both men and women) received statistically significantly higher teaching evaluations than their 'non-hot counterparts," the study stated.

So do more attractive professors really have an upper hand? The studies are show-

"It is not a valid measure of good teaching. Hotness affects ratings. The hotter professors have statistically higher ratings."

#### **Natalie Lawrence** psychology professor

ing it is more likely than not. Another study published in 2009 by Scott Freng and David Webber, who are both researchers at the University of Wyo-

 $\hbox{\it ``After controlling the number of student'}\\$ ratings, rater interest, and ease, we found

ming, had strikingly similar findings to



GRAPHIC BY NATALIYA IOFFE / THE BREEZE

that physical attractiveness (i.e. hotness) accounted for over 8 percent of the variance in student evaluations of teaching,"

It also explained that people seem to search for desirable qualities in more attractive people, finding them to be easier in grading and approachability.

The findings came as no surprise to JMU psychology professor Natalie Lawrence, who said this was not the first time the subject has been studied.

"The 'what-is-beautiful-is-good' effect that psychologists study has basically shown that people who are better looking also are perceived to have and rate higher in other desirable traits," Lawrence said.

These traits, such as trustworthiness, approachability and credibility all seem to be easy to grant to attractive people,

according to Lawrence. Lawrence feels the usage of Rate My Professors and its bias is unfair.

"It is not a valid measure of good teaching," Lawrence said. "Hotness affects ratings. The hotter professors have statistically higher ratings.

Freshman health services major Matt Thorp used the site when selecting classes for both semesters of his first year.

"It was spot-on for all my professors," Thorp said. "I think it's fair in the sense that you're talking to other students, and who better to talk to about professors than other students?"

"I think a guy would say, 'She's sexy,' before he says, 'She grades easy,' " Thorp

One of freshman Patrick Yanoti's professors has several chili peppers next to her name, the measure of hotness on ratemyprofessors.com. Although he said that wasn't the deciding factor in selecting his professor, it has affected his opinion of

"She's young and cute. She's very approachable, like someone you'd want to hang out with," Yanoti said.

Junior English major Katelyn McNichol has used the site every year to check out what other students have to say about her professors. For her, however, hotness never really played a part in who she chooses.

"I think on the site the people are more looking at the difficulty of the grading scale, the amount of work and the specificity of the syllabus," McNichol said.

She said hotness probably played a factor in how professors are rated, and that typically more attractive people, or professors, are easier to get along with.

"I think approachfulness goes hand in hand with personality and, in most cases, looks, because the professors I've had who are more attractive or at least on the more attractive side have been more comical and more easy going," McNichol said.

"I mean it's not like ugly professors are mean, I'm not at all trying to get that message across," she added.

Junior English major Matt Hudson said he typically relied on the site for choosing his general education classes.

"In the long run, it definitely helps to be more attractive," Hudson said. "If [a professor is] giving a speech or something, you're going to pay more attention to them if they're attractive."

### **NEW RESEARCH**

# First-Year Psych Professor Makes Good First Impressions



RYAN FREELAND / THE BREEZE

Krisztina Varga's research field of developmental psychology stems from

# learning English as a second language as a child.

### By KALEIGH SOMERS

contributing writer

When Krisztina Varga came to the United States when she seven, she couldn't understand a word of English. At seven years old, the Hungarian native only knew the "Jack Be Nimble" nursery rhyme.

Varga and her sister spent half their school days in English as a Second Language classes in order to master the language. Since then, she has taken an active interest in teaching and developmental psychology.

Now Varga is a first-year psychology professor at JMU. She finished graduate school at the University of Georgia

Several of Varga's friends had attended JMU as undergraduates, so she was familiar with the university and was drawn to its focus on undergraduate education. She considers Harrisonburg home more so than Georgia.

Senior Jessie Dawson has worked with Varga through research projects

According to Dawson, not only does Varga get along well with other faculty, she has "revamped the curriculum for undergraduates," by emphasizing research as a mechanism for teaching. "She fits in well, especially with the

younger faculty," Dawson said.

Varga believes in a team-based learning approach. Students do homework outside of class and come to class to work on application exercises. She says she doesn't want students to just memorize terms and regurgitate concepts — the ultimate goal is for students to be able to apply what they learn.

"That's what you'll have to do in the

real world," Varga said. Matthew Lee, an assistant professor in the department, had plenty of good

things to say about Varga. 'She is conscientious, interested in her students' learning, and interested in innovative techniques to foster

educational achievement in her class-

Varga is not only enthusiastic about her students, but also her two main research projects. One is a study she started at UGA about infant face recognition, as well as a newer study on

children's planning skills. Varga's findings suggest that infants lose the ability to discriminate faces of other species, such as monkeys, after the first year of life. She now hopes to answer the question: "To what extent does this hold true for species that have already been studied, such as sheep, as well as species other than mammals,

such as wasps?" Her study on children's planning skills focuses on 5-to 8-year-olds. Children are asked to replicate models of pegs in order to determine how they cognitively solve a problem or perform

Varga's involvement with the Center for Faculty Innovation reiterates the importance she places on teaching. The center offers a variety of workshops for

Within CFI, Varga is involved with the Madison Teaching Fellows program, a one-year application-based program that splits faculty into focus groups, such

as those for team learning, gender issues and student-faculty relationships. Varga expands her love of psychology to the high school level, teaching for JMU's Bridge Program. The program offers seven different dual-credit courses for seniors at Clarke County

High School in Berryville, near Winchester, where Varga teaches General Psychology 101. In the future, Varga hopes to offer students a chance to take a capstone

course devoted to the study of infancy. The class would only be open to upperlevel psychology majors. In the meantime, the focus continues to be on her two studies. Varga is

currently looking for more child participants for the planning study.

# **Dance**

Medaille's study.

SafeRides members Thursday on the commons. While the dance was practiced and choreographed in private, the 'flashmob' was done to a mash-up of songs, ending with 'Shut-Up and Drive.' The dance, along with a speaker and commons events were part of



DAVID CASTERLINE / THE BREEZE

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# **TUITION** RMH and Duke Hall Construction Projects Not Affected By Budget Cuts

from front

food costs have gone up and with everything in the financial system, JMU does not have all the money on hand that it needs to do all the projects its started," Thiel said. "Maybe an increase in tuition is the only way to keep up

To compensate for a decrease in funding for new buildings and facilities maintenance, the Assembly also increased the capital projects fee for out-ofstate students from \$10 to \$15 per credit hour, which is part of the tuition total.

"I don't understand why they need to do it," said Michelle Smith, a freshman theatre major and Pennsylvania resident. "I mean we pay so much as it is. I'm an out of state student and I'm kinda getting shafted right now as it is."

JMU President Linwood Rose said the two-year forecast looks bleak in terms of state funding for higher education.

"By the end of the biennium, unless something improves and more money is appropriated, we will be down \$24.4 million in three years in the general funds," Rose said. "So that gives you an idea of what we're facing.'

Sophomore theater major

"So you have two choices: You can either stop what you're doing with regard to planning, or you can use your own funds."

**Charlie King** senior vice president for administration and finance

Victoria Hall said she is not sure if the increase in tuition necessarily funds the proper things.

"I don't know what they go for but then I see all these LCD screens pop up on campus -I don't know if they go for that but it makes me frustrated," Hall said. "Why doesn't it go into funding for the arts?"

According to King, new facility operation increases and the hiring of four additional engineering faculty have contributed to the tuition increase, along with other factors. The state did not appropriate additional funding for the first year of the budget to assist with operations costs for the new Forbes Performing Arts Center and the renovation of

Rockingham Memorial Hospital for campus use.

Rather than halt the progress on the two facilities, King and Rose decided JMU would use auxiliary funds to continue with the planning for Duke Hall and RMH renovations and the scheduled completion dates will not be affected.

RMH plans to vacate all facilities by December 2010, and JMU will move some staff into it by spring 2011. The exact completion date and timeline for RMH and Duke Hall are not yet set.

"So you have two choices: You can either stop what you're doing with regard to planning, or you can use your own funds to continue that planning and then be ready to be reimbursed in the second year of the biennium," King said. "That's the decision we made. We're not going to slow down on planning. We're going to keep going and pay ourselves back.

With the tuition increases JMU will likely still rank in the middle in the Commonwealth. Even though other Virginia universities have yet to set their tuition and fees for the upcoming year, JMU will most likely rank sixth for in-state tuition and seventh for out-of-state tuition, according to King.

"In the middle is always where we've wanted to be in regards to our pricing," King said.

According to Rose, state funding per student is the lowest of

any state in the Southeast.
"We are the seventh-wealthiest state and we are fortieth in the country in appropriations per student," Rose said. "So the problem is not that we're poor. The problem is we're not putting it here. And we're going to have to come to grips with that, or else we're going to have some longterm problems in the state."

Additionally, the General Assembly's budget created one furlough day, in which all state employees must take an unpaid day off work. Instead of accepting the furlough day, JMU decided to pay the state \$560,000 to cover the cost.

Even through the financial turmoil, King said there is a possibility for a maximum 3 percent bonus for faculty in 2011.

"If the state ends up with \$8.2 million in excess revenue, then this is first priority to spend the excess," King said.

According to King, the governor has the option to decrease the bonus to 2 or 1 percent if the \$8.2 million is not saved.

# Study Finds Distracted Driving on the Rise

The Washington Post

A sport-utility vehicle drifts into your lane going 70 miles an hour. A car dawdles along at 40 in the fast lane. The tires might be on the road, but the driver's mind is elsewhere, perhaps deep in a conversation with somebody, somewhere, and that's putting your life at risk.

Fully 80 percent of adults in the District of Columbia area often see distracted driving, with reports of such behavior surging in the past five years, according to a new Washington Post poll. Nearly one-quarter of respondents said they e-mail, text or use the Internet while driving, and 16 percent said they regularly don't pay enough attention behind the wheel.

"It's a huge problem," said David Grier, 52, a McLean, Va., resident who drives into the District for a State Department job. "I see lots of people getting cut off by people who aren't paying attention, and I get cut off myself."

In the poll, more than twothirds of respondents said they often witness overly aggressive driving, but just one in eight considers his or her own driving too aggressive. Almost everyone in the poll reported seeing drivers frequently clutching cellphones, and nearly three-quarters regularly observe drivers typing on mobile devices.

"I see people texting with the cellphone on top of the steering wheel," said Yates, 22, a student. "People will come up on a stop sign or traffic light and rear-end the car in front."

Distracted driving is a national problem that plays out intensely on the congested roads in and around Washington. Nationwide, it is estimated that distracted driving causes 1.4 million crashes each year.

More than half of area drivers talk on the phone while mired in traffic, according to the poll, something the National Safety Council, a nonprofit advocacy group, emphatically reports takes 'your mind off the road." The vast majority of those ages 18 to 29 talk on the phone while driving, the poll found, a figure that slips to 15 percent among seniors.

Forty percent of young adults text, e-mail or use the Web while in traffic, according to the poll, compared with 21 percent of those ages 30 to 64 and 3 percent of those 65 and older.

Almost everyone polled including those younger than 30 - said sending or reading texts or e-mails while driving should be illegal. But there are big gaps in opinion on the use of cellphones for their original purpose: talking.

About three-quarters of area respondents said it should be illegal for people to talk on handheld cellphones while driving, but nearly as many, about seven in 10, see hands-free devices as all right to use on the road.

In a white paper released last week, the National Safety Council attempted to debunk the idea that hands-free phones allow drivers to remain alert and focused. Drawing on almost three dozen studies, the council's report underscored that any form of cellphone use behind the wheel is problematic.

'Hands-free phones offer no safety benefit when driving," the report says. "Widespread education is needed about the risks of hands-free devices." The report describes a Michi-

gan accident in which a woman struck and killed a 12-year-old boy. She was looking at the road ahead, not dialing, texting or looking down, witnesses said. "A classic case of inattention

blindness caused by the cognitive distraction of a cellphone conversation," the NSC report says. The report says that multitasking "is a myth" and that human brains "do not perform two tasks at the same time" but switch "between one task and another."

The report also provides insight into why drivers might recognize the risk posed by distracted drivers but conclude that their own cellphone use doesn't contribute to the problem. "Even when people are aware of the risks, they tend to believe they are more skilled than other drivers, and many still engage in driving behaviors they know are potentially dangerous," the NSC report says.

# **ADMISSIONS** | Women Attracted to Majors

commitment in 2004 to increase diversity at JMU in terms of students, faculty and staff. One manifestation of this is the Centennial Scholars Program, which funds prospective students who come from low socio-economic backgrounds but wish to pursue a college

Walsh, along with the rest of admissions, wants more male students and racial diversity at JMU. Applicants can now check off multiple ethnicities. In the "I thought JMU was one of the most challenging schools to get into."

**Maura Purcell** freshman

past, applicants could check off 'unspecified" if both parents are from different ethnic backgrounds to avoid offending one parent or the other.

"They have to be competitive applicants, though," Walsh said, adding that JMU "won't accept [minorities] just for diversity's

According to Walsh, most men aren't immediately drawn to apply to JMU. He believes this is because JMU's largest majors are more popular with women, such as health services or education. The female faculty has also set an example for incoming students, often nationally recognized for their accomplishments at JMU.

"More women initially put us in their list of schools," Walsh said. "We need to get more males to look at us, to seriously consider us."

The gender imbalance is across the entire country; a January study by the American Council on Education found 43 percent of undergraduates in the nation are male.

"We want the best students here, regardless of female or male," Walsh said. "We're gender blind.

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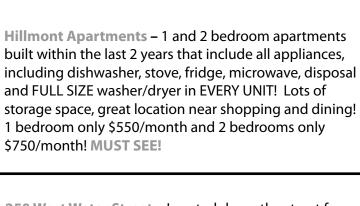
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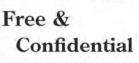
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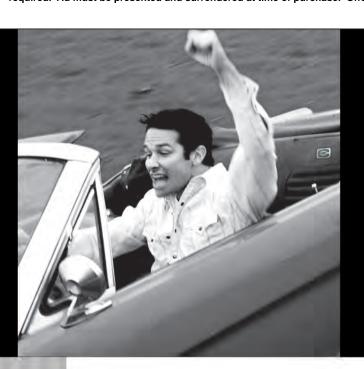
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#### LETTER

#### Don't Be 'That Girl'

If Helen Reddy were dead, she'd be turning over in her grave at the use of her feminist anthem, "I Am Woman," in the context of Jamie Lose's feature column "Why It's OK to Be 'That Girl.' "

Some readers might argue that embracing the identities of "The-Justa-Little-Bit-of- a-Slut" and "The Drunk Slut" is the birthright of a generation of women now able to celebrate an empowered sexuality, but doing so would simply be reproducing a trap that continues to naively construct a constraining ideal of sexual

If Lose's essay was an attempt to present a humorous argument to liberate women and their hostility toward other women, then that was an admirable goal. However, by inviting readers to embrace their secret desire to be "that girl," Lose recklessly portrays women, and in this case JMU women, in severely limiting ways. Embracing the diversity of women's experiences, embodiment and identities on our campus might likewise

be an honorable ideal, but perpetuating the myth of the hypersexual drunk "JMU girl" who will do anything to get the guy — a myth that plagues so many women here on campus - is both offensive and complicit in a culture of sexual assault. Sadly, according to Lose, "The-Just-a-Little-Bit-of-a-Slut" is the one that most women seemingly aspire to, with "The Nerd" and "The Feminist" holding court on the inside pages. Embracing "The Feminist" who 'explains when and when not to be offended," readers should indeed be offended.

Dr. Melissa Alemán,

Associate Professor of Communication Studies

Dr. Carlos Alemán,

Associate Professor of Communication Studies

Dr. A.J. Morey, Associate Vice Provost, Cross-Disciplinary Studies & Planning

Dr. Arnie Kahn, Professor of Psychology

# **CHRISTINE MULQUIN** | guest column **Practice Safe Biking**

As the warm weather returns so have the bicycles. While many students enjoy bicycling as a hobby or a quicker means of making it to that 8 a.m. class on time, it is critical that all bicyclists use precaution on the road to ensure their safety, as well as the safety of others within the community.

It takes no more than a quick observation of our own campus to see how bicycling has become a primary form of transportation for some. As today's generation embarks on an energy-conscious movement, we are beginning to see a decline in individuals who view bikers as nothing more than a needless distraction on the road. According to the 2009 Los Angeles Times article, "Bikes and cars: can we share the road?" statistics released in September by the U.S. Census "show a 43 percent increase in bike commuting nationwide between 2000 and 2008."

With biking on the rise, it is important for everyone to be aware and practice safe biking habits. A collaboration of groups including the Central Shenandoah Planning District Commission,

Harrisonburg-Rockingham Metropolitan Planning Organization, Harrisonburg's Transportation Safety Commission and Bicycle & Pedestrian Committee have been working to provide the community with biking safety tips, maps, clubs, information on local bike shops and upcoming events in the Shenandoah Valley.

"The Central Shenandoah Valley's bucolic landscapes, quaint cities and towns, and various historic, natural and cultural resources provide an ideal setting for bicyclists. Bicycling in the region is growing rapidly in popularity, and the Central Shenandoah Valley is increasingly recognized as a bicycle touring destination," according to biketheval-

The collaboration's Bike Like Ike campaign has recently made its debut in the community. This campaign is designed to spark awareness of the increase in our bicycling population as well as provide existing bicyclists with the information they need to practice safe behaviors on the road.

Last Wednesday, the Bike Like Ike

campaign teamed with the Earth Club's "No Drive Day" event to distribute fliers to students. Some useful tips include:

Protect your brain. Wear a helmet. Be visible. Wear bright or reflective clothing and use bike lights. Always ride with the flow of traffic.

Many bicyclists unfortunately forget to use hand signals, putting them at a high risk for serious injury or even death when a car is unaware of their intent to change lanes, turn or stop. Bicyclists should follow the same rules as motorists including yielding right-ofway and signaling.

Whether you enjoy bicycling as your primary means of transportation or just as a leisure hobby, I encourage all bikers to set an example for our community: Wear a helmet, use turning signals, and take the time to further educate yourself on what you can do to ensure yourself a safe ride home.

Christine Mulquin is a senior communications major.

# Woods Says He Wants to Show He's a 'Worthy Investment'

Tiger Woods said Monday he wants to prove to his corporate sponsors that he's a "worthy investment," and that he understands why some companies dropped him after be admitted marital infidelities with several women.

Woods spoke three days before he ends an almost five-month break from competitive golf at the Masters Tournament, the season's first major event.

The absence began routinely in November after a tournament victory by Woods halfway around the world and turned into a sex scandal that cost the world's No. 1-ranked golfer endorsements with Accenture and AT&T, as well as his closely guarded image as a father and husband.

"Do I understand why they dropped me? Of course," Woods, 34, said at a news conference at the Augusta National Golf Club in Augusta, Ga. "I've made a lot of mistakes in my life. Hopefully, I can prove to the other companies that I'm a worthy investment."

since a car accident outside his Florida home ignited tabloid headlines around the world, said his wife, Elin, won't attend the Masters, a break from her

formance enhancing drugs and said Canadian doctor, Anthony Galea, never injected him with human growth hormone or other strength builders.

with investigators who have contact his agent, Mark Steinberg, and that he hadn't been asked to be interviewed by

Woods played a practice round Monday, his first golf in front of a gallery since the Australian Masters in November. He was greeted primarily with silence.

There was more gawking than cheering as Woods strolled the fairways of Augusta National for his first official Masters Tournament practice, a much different reception than the one he had grown accustomed to while winning 14 major titles since capturing his first of four Masters victories in Georgia in 1997.

He apologized to his fellow golfers about the distractions he caused and said he welcomed the response of the crowds Monday.

"I was blown away," he said. Woods chose to make his comeback

at Augusta National, a private club with an elite membership that runs the Masters by its own strict rules. Those holding tickets are known as patrons, not fans, and are among the most knowledgeable and closely monitored — in sports. Running is prohibited on the grounds and anyone violating the club's rule of behavior risks being evicted and possibly losing tickets that families pass down

Monday was the first time Woods answered questions from a media group. He conducted two five-minute interviews with the Golf Channel and ESPN on March 21.

from generation to generation.

After playing nine holes Sunday with longtime friend and 1998 Masters winner Mark O'Meara, Woods took to the course again Monday for his first full

18-hole practice round. He was joined today by 1992 Masters winner Fred Couples. Both O'Meara, 53, and Couples, 50, play full time on the senior Champions

While on the course, Woods could be seen interacting with the crowds and occasionally offered a "thank you" to fans who wished him well.

Woods will make his competitive return to the sport with the tournament's first round on April 8. He is four wins shy of tying Jack Nicklaus's record of 18 titles in the four professional majors. The last time Woods hit a shot in competition, 144 days ago, he won the Australian Masters in Melbourne.

Michael Buteau, Bloomberg News



creatively depict a given situation, person or event and do not necessarily reflect the truth

Submit Darts & Pats at breezejmu.org

A huge, "you're-my-heroes" pat to the computer kids at JMU's helpdesk who managed to raise Algernon, my beloved, yet tempermental laptop back from the dead AND keep all my

From a girl who thought her cyber days were over.

A "my-sandwich-was-extracrunchy-today" dart to the giant cockroach that was scurrying across the wall behind the deli counter at Market One.

From a grossed out customer who could go without the added protein.

A "vou-might-catch-more-than**you-bargained-for"** pat to the guy brave enough to fish at Newman

From the Centers For Disease Control and Prevention.

A "you-spin-my-head-right-**'round''** pat to the guy I saw wearing a pinwheel hat around campus

From a girl who is giddy from your interactive headwear.

guys going shirtless in 60 degree weather. From a girl who enjoys the view,

A "it's-not-THAT-hot" dart to the

but not your vanity.

An "I'M-FREE" pat to the signs

saying I won the game. From someone who just made everyone else just lose the game.

A "thanks-for-making-mymorning" pat to the Easter Bunny who came early on Friday and left eggs filled with candy all over the Quad.

From an early bird who caught many worms.

A "you-make-my-life-that-much**brighter"** pat to the gold-fish crumbles atop my mac & cheese in Festival.

From a suddenly happy guy who loves your gooey, crunchy double cheesy goodness.

A "please-don't-stop-the-music" dart to whoever cut the cord to the

iPod speakers in the bathroom. From the POTO 5A girls who can no longer jam out in the shower.

A "ring-my-bell!" dart to Wilson

Hall for forgetting how to ring. From a Quad-lover without a watch who needs to know when it's

time to go to class.

A "cut-and-pamper-me-already"

dart to the grounds crews. From the grass that's ready to grow.

A "way-to-reward-those-of-uswho-work-hard" dart to JMU for charging honors graduates an extra \$10 for their cap and gown.

From a senior who didn't know aiming for a high GPA would cost her more money.

# Energy Independence: Just So Much Gas

Last week, in front of a bio-fuel jet

The White House press release said the move will "enhance our nation's energy independence while protecting fisheries, tourism, and places off U.S. coasts that are not appropriate for development." As Obama put it, "For decades we've talked about how our dependence on foreign oil threatens our economy - yet our will to act rises and falls with the price of a bar-

The president apparently decided that the potential environmental risks are worth taking because of the benefits of energy independence - a nonsensical goal that would never be pursued by anyone who understands economics. We will never get energy policy right if our leaders continue to traffic in such silly misconceptions.

No one ever talks about independence for other products. We don't care about automobile independence, bottled water independence or underwear independence. We avoid asserting that those would be worthy goals for a good reason: Free trade enhances our welfare by allowing us to import products from those who have a comparative advantage producing them.

 $Why should \, energy \, be \, any \, different?$ Three arguments are most commonly

offered. The first is that oil price fluctuations harm the economy, and that owning more oil would help inoculate against them. This is specious. If the United States does discover a mother lode of oil, that discovery will affect the global price of oil. After the price adjusts to the new supply, it will go on discovery, Americans would pay the world price of oil, and watch and suffer as it moves up and down. Ditto for after the discovery.

It might be nice, of course, to own the oil or oil companies if the price increases sharply. That way, U.S. citizens see their wealth increase to offset some of the damage of the higher price. But if that hedge is viewed as attractive, we don't need to drill to acquire it. We could just encourage Americans to invest in the equities of publically traded foreign oil companies such as BP, PetroChina or Royal

Dutch Shell. The second reason sometimes given for more U.S. production is that a for-

If we fear there might be an embargo in the future, the optimal response is to purchase more oil from abroad today, not less.

back in 1973.

Think about it. If we fear there tic reserves.

The third argument one sometimes hears is that we should stop buying oil from evil-doers such as Iran, as that only provides them with resources they can use to do us harm. But the problem is that oil is a commodity, and if we do not purchase it from a given supplier, someone else will. Such a boycott has

no effect whatsoever. This doesn't mean that Obama's idea to allow drilling offshore is necessarily a bad idea. But the benefits and costs need to be weighed rationally. The benefit is that an oil discovery increases our collective wealth, which is a good thing. Once we know that we have a proven reserve, we can choose to let it appreciate in the ground, or tap it and generate current income. In

either case, we are better off. That benefit must be weighed against the costs, the biggest of which

is environmental. Last September, I wrote about the leaking oil platform in the Timor Sea that was pouring about 2,000 barrels of oil per day into pristine ocean. That environmental catastrophe was finally stopped on Nov. 3. By then it had spewed more than 100,000 barrels of oil over the course of 74 days, producing oil slicks that cumulatively covered more than 22,000 square miles, rough-

ly the size of West Virginia. Clearly, a spill like that would be an environmental catastrophe in our waters, too. Whether we should accept the risk of such a catastrophe depends on the odds that such an accident

could be repeated here. I doubt such cold calculation was behind the latest decision to allow more drilling. One suspects that the almost religious commitment of both parties to the pursuit of energy independence makes costs and benefits irrelevant.

# Editorial **Policies**

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if material is libelous, factually inaccurate or unclear. *The Breeze* assumes the rights to any published work. Opinions expressed in this page, with the exception of editorials, are not necessarily those of *The Breeze* or its staff.

Letters and guest columns should be submitted in print or via e-mail and must include name, phone number, major/year if author is a current student (or year of graduation), professional title (if applicable) and place of residence if author is not a JMU student.

Woods, at his first news conference

He also again denied using per-

He said he would cooperate fully

fighter at Joint Base Andrews Naval Air Facility Washington — formerly Andrews Air Force Base — President Barack Obama announced his intention to open up much of the eastern seaboard and parts of the Gulf of Mexico and Alaska to offshore oil drilling.

and fluctuate from there. Before the

eign enemy might decide to organize an embargo against us and shut off our supply of oil. Such an embargo might indeed harm the economy, as it did

might be an embargo in the future, the optimal response is to purchase more oil from abroad today, not less. We should try to get as much as we can before the spigot is turned off. We should also reduce domestic production — not increase it — secure in the knowledge that the oil is there, available when we need it, in places such as the Arctic National Wildlife Refuge. If we ramp up production today, then we may find ourselves facing an embargo down the road after we have drained all of our own domes-

Kevin Hassett, Bloomberg News

#### "To the press alone, chequered as it is with abuses, the world is indebted for all the triumphs which have been gained by reason and humanity over error and oppression." — JAMES MADISON, 1800

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Later that evening at **6 p.m.** the International Association of Business Communicators will be holding a meeting for members and those interested in becoming a member in Harrison Hall.

\* The IABC is a professional networking organization that includes over 15,500 business professionals and many college chapters all over the country.

\*\*For those interested in becoming an executive member please stop by the event and/or meeting to fill out an application and ask any questions. Applications are due by **Monday**, **April 12th by 5 p.m.** in Dr. Tim Ball's mailbox located in the SCOM office in Harrison Hall.

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# Soulful Melodies to Mosh Pits

By ELYSE KRACHMAN contributing writer

Choosing which bands to see at MACRoCk is almost akin to choosing which of your children you love more.

There were more than 80 different bands to see, ranging from garage band rock, metal, folk-rock, hip-hop, to genres so obscure they cannot even be defined. Each venue of MACRoCk usually showcased similar artists. Bands playing at the Blue Nile are usually metal, the Artful Dodger houses hard rock, Court Square theater bands are more folk-oriented, and so on.

On Friday, MACRoCk kicked off around 5 p.m., signaling the beginning of a two-day music affair. Court Square Theater opened with a set from David Richard, a senior music major. Richard provided a soulful set driven by piano and fleshed out

with an assortment of orchestral instruments (cello and violin).

The crowd favorite seemed to be "You're Dreaming Lucy," a song that was greeted by many cheering audience members. Richard was followed by a psychedelic, highenergy set from rockers Elder Brother. Many MAC-RoCkers flocked into the theater to support the fourpiece, whose music sounds like it was created inside a submarine and then delivered to the surface in a bubble that explodes in a myriad of indie goodness.

Front-man Adam Brock, of Borrowed Beams of Light, sang like a wild animal was trapped inside of him and was clawing to get out. His band created an auditory assault that bludgeoned listeners over the head with sunbeams.

The heavy synth-beats,

see **MELODIES**, page 10



At the Artful Dodger Day Showcase on Saturday, bassist Dan Doggett of the band Monument stretched his vocal chords.



EVAN McGREW / THE BREEZE

Drummer Mike Ashlev of the band Antlers kept a steady beat at the Artful Dodger Day Showcase on Saturday night

# More Than Just the Music

By JEFF WADE The Breeze

Music wasn't the only thing on display during the second day of MACRoCk.

In many ways, Saturday was when MACRoCk got down to business, with a smattering of panels, workshops and seminars. Sprawled across downtown Harrisonburg, these events covered the spectrum of the indie music community, ranging from how to record and sell albums, to sessions on the community's photography scene.

Tucked into Wonder Skate Shop and kicking off the Saturday afternoon festivity was a panel that took its name and subject from a modern classic.

Drawing from the music scene's everlasting love affair with "High Fidelity," the classic depiction of record store ennui, the panel bearing its name drew counted speakers from record stores and label runners across Virginia.

The panel gathered for a talk on the role of record stores in today's music scene. In a candid session, the gathered panelists reflected on the need for record stores as communal sites for music fans to gather and bands to promote themselves.

Though the economy has hurt the music industry, a resurgence of interesting vinyl records has been a silver lining. And with a hint and a nudge, the panelists let everyone

see MUSIC, page 10

# Cookie Business to Expand to Blacksburg

By KALEIGH SOMERS The Breeze

After three years of service to JMU and

the Harrisonburg community, Campus Cookies is ready to expand.

The company is owned by 23-year-old Scott Davidson, a business management '09 graduate of JMU.

Davidson plans to extend his business to Blacksburg later this month, with a location to service the Virginia Tech campus and the surrounding town once

classes start in the fall. The business owner targeted Blacksburg for its similarities to Harrisonburg, as both are college towns whose local businesses are driven by the student

Davison believes that Blacksburg will benefit from the new store opening.

College towns "usually lose a majority of our primary target market over the summer, and we feel the community is in need of our service," Davidson said.

He will operate the new location fulltime, but continue to check up on the original location several times a month.

It's my baby and I want to make sure it starts out on the right foot," Davidson

Davidson hired Scott Kondraske, the current manager of Jimmy Johns, to operate the Harrisonburg location.

Kondraske, a former JMU student who takes classes at Blue Ridge, has experience with local delivery, and Davidson feels he is qualified for the job.

"He has a great train of thought and will fit in well with the culture at Campus Cookies," Davidson said.

Senior Amanda Johnson has

confidence in the business

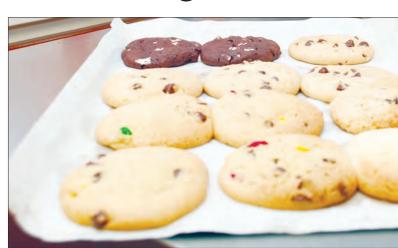
"As long as the student body is aware of how they work, I think it will be successful," Johnson said.

Davidson plans to integrate the business within the Blacksburg community through cookie donations at fundraising

events for student organizations. The original location, which opened in September 2007, began in Davidson's Hunters Ridge townhouse. Davidson had only one other employee helping him bake and make deliveries. That first night, the business only received two orders.

Formerly known as "Craving Cookies," the company switched names after a Florida business, which had a trademark on "Craving Cookies,"

see COOKIE, page 10



Campus Cookies, owned by '09 graduate Scott Davidson, sells a variety of treats, including Espresso Brownie, Chocolate Chip and Carnival cookies.

# Disorganized 3-D Clashes with Epic Myth

By JEFF WADE The Breeze

"Clash of the Titans" suffers from three clichés that are becoming increasingly prevalent in Hollywood. The checklist of clichés? Sam

Worthington as a lead to a multimillion dollar spectacle, an unnecessary remake of an earlier film and ineffectual and unnecessary 3-D.

"Clash of the Titans," a rehash of the 1981 flick of the same name, follows the tale of Perseus (Sam Worthington "Avatar," "Terminator: Salvation"), who is the bastard son of the surprisingly sparkly god Zeus (Liam Neeson, "Taken"). Following an unfortunate run-in with Hades (Ralph Fiennes, "Harry Potter"), Perseus loses the mortal foster family that raised him

and becomes swept into a quest to

destroy the gods themselves.

"Clash" is akin to a greatest hits album of Greek mythology: It's a package of familiar characters that is recognizable, but is scattershot and incoherent. The inter-god machinations, which serve as the basis for the bulk of Greek mythology, is nonexistent. Instead the film plays hard and fast with myth by shuffling gods around and playing with their motivations, making them seem whiney and flat.

All that's left is the SparkNotes version: Zeus dotes on humanity, Hades comically schemes and Poseidon is left to ... play with water or something.

The film proceeds in the most typical of blockbuster progression, being in a hurry to get from set piece to set piece and leaving no time for

#### Clash of the Titans $\bigstar \bigstar \Diamond \Diamond \Diamond \Diamond$

**'PG-13'** 118 min. Starring Sam Worthington, Liam Neeson, Ralph Fiennes, Jason Flemyng

nuance or characterization. In this mad rush, a cast of characters get stuck in a revolving door of coming and going until it's time to serve as either comic relief, cannon fodder or both. Its development plays less like a film and more like a video game: It's a race to acquire as many power-ups as possible in order to make it to the next level and take on the final boss.

If the film had a compelling lead

to weight the proceedings, it might be able to work. Yet Perseus is as one-note as the rest of the cast. Worthington sleepwalks through yet another big-budget movie, continuing to show that he has either the best agent or the best blackmail in all of Hollywood.

While the original "Clash of the Titans" was big on ideas but flawed in execution, the 2010 version coasts on a lack of ideas and thoroughly competent execution. The claymation of the original film dated it, but in the best possible way; the film came across as imaginative and whimsical. The passage of time has caused those special effects to fall on the right side of endearing, but it's hard to have the same fondness being held for the new version's unremarkable computer-

generated imagery.

Something that definitely won't be looked back on with fondness is the atrocious 3-D. Inorganically added during post-

production, the 3-D is flat and lifeless. It's made worse by the fact that it contains multiple instances of objects being hurled directly at the screen — without a doubt the worst 3-D gimmick. The abysmal result highlights the producers' little time and even less effort put into this cash grab movie. "Clash of the Titans" is occasionally

entertaining in the way that big, dumb blockbusters tend to be. It has its fun moments, but it is mostly forgettable. When the film shows the monstrous Kraken in its predictable climax, it makes something very evident: The Kraken isn't the only large, lumbering and brainless monstrosity that's been released.

Tuesday, April 6, 2010 breezejmu.org LIFE

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III AN AMERICAN CAMPUS COMMUNITY

### 重点

# **MELODIES** | Satisfy All Audiences

from page 9

tribal drumming and unintelligible singing of Prince Rama captivated the audience members, many of whom jumped out of their seats to rage on either side of the band.

Heavy rock thrashers The Hermit Thrushes provided an entertaining set full of blistering guitar riffs and machine gun drums, invoking many a dancing riot on Clementine Cafe's dance floor. They left behind more than one busted - yet satisfied - eardrum as they concluded their

As night began to fall on Harrisonburg, Court Square Theater had the most appealing set for folk-rockers everywhere, as it included the bands Cotton Jones and Good Old War. Cotton Jones comforted the audience with harmonies and some good country lovin.' Singer Michael Nau's gorgeous and delicate vocals soothed the crowd's tired souls. Coupled with the deep, husky voice of his female pianist, it made for a memorable performance. Philadelphia-based Good Old

War provided the most outstanding set that night. Members Keith Goodwin, Dan Schwartz and Tim Arnold treated the audience to a 30 minute acoustic set, complete with harmonies and sweet lyrics. Their music, reminiscent of the vocal brilliance and simplicity of Simon & Garfunkel, was perfectly  $suited for the \, quiet \, atmosphere \, of \,$ Court Square. After the first song, all three band members came to the front of the stage and played the rest of their songs without any amplification, but with the benefit of audience participation.

Saturday afternoon began with the Artful Dodger Day Showcase. Post-rock bands Everybody, Everywhere and Monument woke the audience up with searing guitars and intense drumming



On Saturday, Monument member Gabe Marquez sang and played guitar at the Artful Dodger.

that easily could have caused a migraine.

Court Square Theater featured the Soil & the Sun, a band hailing from Michigan. Soil & the Sun entertained the audience members with an explosive performance that used flutes, accordions, tambourines and more to create a unique but tight sound that received a standing ovation.

The Love Language followed with the most danceable set of the night: Spanish-influenced folkrock with deep thrumming bass that shook the bones, rocking

keyboards and one of the tight-

est sounds of the night. Here We Go Magic, the brainchild of muralist-turned-musician Luke Temple, closed the night with experimental sonic waves

of delight. Luke Temple's band worked the audience into a frenzy with its deep grooves, eventually culminating in a mini-mosh pit and a few instances of crowd-surfing. After shouts of "Play one more!" Here We Go Magic ended around 12:30 a.m. with one last yelping tune that brought MACRoCk to a shiny conclusion of applause.

# **MUSIC** | Panels Discuss Art, Culture

from page 9

know that it'd be great to pay back these tradition torchbearers with a visit come Record Store Day on April 17.

Later at Clementine Cafe, professionals Don Zientara and Allen Bergendahi gave a talk on how to get the most out of do-ityourself recording.

The first half focused on the do's and don'ts of D.I.Y. recording, and the later half invited interaction and conversation with the audience. While it was ironic to see recording studio heads advocating what may very well replace them, the feeling that the speakers were training their replacements was clearly on display.

Though it played to a notably

smaller crowd, the photography panel was intriguing in its own right. Speakers P.J. Sykes and Katie Stoop said from the start, the panel would be more conversational than others of the day, and the way the panel tapped into the two speakers' personal experiences went a long way in achieving the desired tone.

The speakers also touched on controversies surrounding photography. Topics ranged from merits of film and digital styles of photography to pondering the ethical ramifications of Photoshop. After all this though, speakers made sure to emphasize the value of persistence when attempting to balance art and commercial viability with one's photography.

Other panels showed that

MACRoCk was not exclusively about music. More shops joined in on the festivities by providing workshops and talks on bike and skate culture. Elsewhere, the D.I.Y. principles that had been so pronounced in the panels and talks were echoed in the ability to make a personal MACRoCk shirt at the Laugh-

While panels might be viewed by the general festival-goers as the ancillary part of the music festival, this set of panels spoke for themselves in terms of importance. It is at these panels that the free-wheeling, contactmaking, and meet and greet magic happens. That is what will be remembered long after the current crop of buzz bands have come and gone.

# **COOKIE** | Owner Hopes to Brighten Campuses, One Cookie at a Time

contacted Davidson. Asked to change the name, Davidon soon trademarked "Campus Cookies"

and its logo. Since August 2008, the company has operated at its South Main Street location, and is housed in the same facility as Little Italy

Pizza. The company averages between 40 and 80 orders per night.

While most orders come from students, Davidson often serves staff at Rockingham Memorial Hospital, and the 911 call center, all of which remain open late into the night. His other main customers include parents, who often order online.

"I didn't realize how popular the gift-giving service would be," Davidson said. "The ability to send a customizable package, delivered warm with a personalized message, is very valuable."

Johnson said many of her friends' parents send gift packages through the Web site.

Junior Adam Zisa also uses the service often.

"I've used them for when I have people over for movie nights," Zisa said. "Just the idea of it makes it all the more fun and

What started as Davidson's interest in online marketing and using Web sites to generate traffic for a business, became a chance for him to "see how I could create a system within my limited capabilities," including his townhouse, money and time. He met with mentors, filed for a business license and surveyed large classes of students regarding delivery

Several initial problems ranged



RYAN FREELAND / THE BREEZE

Campus Cookies owner Scott Davidson has run the local company since 2007 and intends to serve the Blacksburg community.

from lack of fridge storage to fights breaking out in front of his car and stolen delivery top-lights.

Both locations will offer the same menu items. Davidson plans to soon expand the variety of cookies, care packages and apparel offered.

Parents can order by 6 p.m. for same-day delivery and Campus Cookies contacts the student directly to set up a delivery time. The site offers the ability to customize orders by selecting how many of each type of cookie and choosing from several different gift packages or combos with set

Davidson's experimental focus on meeting sales goals transformed into a focus on the

Campus Cookies experience,

which he describes as making

someone's day a little better by receiving fresh-baked cookies. He believes college towns in general fit the profile for the business, and eventually he may expand to other college towns if he succeeds in keeping both locations open.

Davidson doesn't anticipate personally making much of an income while the new location gets up and running. As with any business, until the word spreads about Tech's Campus Cookies, Davidson expects to be putting more work into the business than making revenue.

Davidson continues to think of new ways to expand his market and gain recognition. The Harrisonburg location will also begin delivery-service at Eastern Mennonite University next year.

# **GAMES**

### Georgetown @ JMU

Wednesday, 2 p.m. The Dukes fell to the Hoyas, 3-2, in the VCU 4+1 Invitational held Jan. 24. The teams split the four singles matches while the Hoyas took the deciding doubles match to take the overall victory.

**WOMEN'S TENNIS** George Washington @ JMU

Saturday, 1:30 p.m. The Dukes have lost two straight to the Colonials since beating them 4-3 in March 2007. Senior Kelly Maxwell has won two out of her three career singles matches against George Washington.

**SOFTBALL** 

Radford @ JMU Wednesday, 4 p.m. Wednesday, 5:45 p.m. ■ Hofstra @ JMU

Saturday, 12 p.m. Saturday, 1:45 p.m. Sunday, 12 p.m. Redshirt senior Shannon Moxey leads the Dukes with both a .342 batting average and a .990 fielding percentage. Hofstra freshman Olivia Galati's teamleading 1.37 earned run average is the 37th-best in the nation.

**BASEBALL** William & Mary @ JMU

Friday, 6:30 p.m. Saturday, 6:30 p.m. Sunday, 2 p.m. The Dukes lost both of their games against the Tribe last season. They were out-scored 5-20 in the weather-shortened series.

#### WEEKEND ACTION

- Friday, vs. Old Dominion (6-1 loss) ■ Saturday, vs. Old Dominion
- (7-5 win) ■ Sunday, vs. Old Dominion (4-1 win)

#### ■ Friday, vs. Delaware (9-1 win)

- Friday, vs. Delaware (14-4 loss)
- Saturday, vs. Delaware (4-3 win)

#### Men's Tennis ■ Thursday, vs. Richmond (4-3 win)

Track & Field (Colonial Relays)

■ Friday-Saturday, (individual

results can be found at jmusports.com)

### **BASEBALL**

# Dukes **Defeat Old** Dominion

The baseball team continued its streak of series wins against conference opponents, taking two of three from the Old Dominion Monarchs this past weekend. The Dukes, who have won nine of their last 11, continued their solid play, particularly on the pitching side of the ball.

The Dukes (15-12, 6-3 in the Colonial Athletic Association) started off the set in Norfolk with a tough 6-1 loss Friday night. The Monarchs (13-19, 2-4 in the CAA) snapped the Dukes threegame winning streak, attempting to put the streaking Dukes at bay.

JMU spoiled a solid outing by starter Kyle Hoffman in the first game, as the senior pitched 6 1/3 innings, giving up three earned runs on just three hits and registering a career high nine strikeouts. The game was scoreless until the bottom of the sixth when junior left fielder Donnie Cornser homered for the Monarachs. Hoffman would get out of the sixth without incidence, but was pulled after giving up a hit and walk to start ODU's seventh.

The Monarchs would go on to score three in the seventh and two more in the eighth to pull away. JMU closer Kevin Munson struggled for one of the first times all year, surrendering two bases loaded walks in the seventh. The Dukes would score in vain on a sacrifice fly by junior third baseman McKinnon Langston in the top

Junior Kyle Hald pitched a complete game for the Monarchs, yielding just the one run on five hits while striking

The second game, played Saturday night, was a different story for JMU as it didn't take long for the team to wake up their bats. The Dukes' 7-5 victory was sealed by the top of the fifth inning, when the team scored four

see MEN'S, page 12

**FOOTBALL** 

# Flipping the Switch



JMU football will hold spring practices until April 23, when they play their spring game at the University of Virginia. Weekday practices are at 4 p.m. while Saturday practice times will vary. All practices and scrimmages are open to the public. The Dukes finished 4-4 in the Colonial Athletic Association and 6-5 overall last season.

By DAN LOBDELL

The Breeze

The football program has a new motto: "Flip the Switch," and the team has been showing it off on T-shirts worn around campus as players begin spring

Defensive tackle Ronnell Brown is making that mantra the focus of his final season in a Madison uniform.

"During the offseason, [strength coach Jim] Durning preached to me that I need to flip that switch," Brown said. "So, you know, that's gonna be my motto. I'm gonna improve my efforts. If you improve your effort, gameplay, tackles, all the above will come."

In that mode, the team now sports purple shirts with the words "Flip the Switch" on the front and the date of the 2011 national championship game on the back. The Football Championship Subdivision will crown its winner Jan. 7 in Frisco, Texas, after holding the title game in Chattanooga, Tenn. since 1997.

If the Dukes expect to win their second national championship this season the first was in 2004 — they will need several starters to step up from last season's 6-5 team.

The loss of All-Americans Arthur Moats and Sam Daniels to graduation leaves the reins of the defense in the hands of two upperclassmen, Brown and junior linebacker Pat Williams. Both were named third team All-Colonial Athletic Association last season.

"I thought it was obvious we had a lot of carry-over from last year," coach Mickey Matthews said. "We have a lot more returning players than we did a year ago in the spring. We lost heavily the year before last, and this year we don't lose near as heavily."

Williams is one of three returning Dukes to start all 11 games last season and is Madison's most decorated player on the either side of the ball. In addition to his All-CAA recognition, he was awarded the CAA's Defensive Rookie of the Year in 2008, when he lined up at strong safety. Joining Williams in the Dukes'

soned secondary are safeties Vidal Nelson and Jakarie Jackson. Returning in the linebacking corps are starters Jamie Veney and Chase Williams. Rising junior Jon Williams, who started all 11 games at weak safety a year ago, is being held out of spring practice for academic reasons.

Well, J-Will is a big part of our defense," rising sophomore Chase Williams said of Jon's absence. "And it's definitely a little bit different. However, Peter Rose is very talented and a very good football player. So he's gonna come in and do his thing.

On the offensive side of the ball, none of JMU's top four receivers from 2009 are in spring practice. Two graduated and one was dismissed from the team.

"We're all starting to gel all over again. We got a real good group of young receivers, and, you know, they can step up and make some big plays."

**Justin Thorpe** rising sophomore quarterback

In addition, junior tailback Scott Noble will not practice this spring because of academic reasons. Noble was the team's third leading receiver last year with 16 catches and 235 yards.

"And we're not really worried about that right now," Williams said "Right now we're just worried about getting better. Whoever's in there, just getting the job done. That's all it's all about."

Wide receiver Rockeed McCarter and tight end Mike Caussin graduated, while tailback Corwin Acker was dismissed after being charged with possession of marijuana. McCarter led the team in receptions, receiving yards and touchdown catches each of the past two seasons while Caussin became only the second JMU tight end with 1,000 career receiving yards.

That leaves rising senior Marcus Turner, who has 29 career receptions, and

two redshirt freshmen, who have never played a down of college football, starting at the three wide receiver spots. Rising junior Kerby Long could also start, but he is being held out of spring practice for academic reasons.

The lack of experience at receiver does not seem to bother either potential start-

"We're all starting to gel all over again," rising sophomore Justin Thorpe said. "We got a real good group of young receivers and, you know, they can step up and make some big plays."

Thorpe won the CAA's Rookie of the Year award after taking over for rising senior Drew Dudzik in the Richmond game. At that point, Dudzik and Thorpe had been splitting time, but Dudzik's season ended when he broke his foot in the third quarter against the Spiders.

Thorpe had a productive year, passing for 1,260 yards and five touchdowns while also leading the team in rushing with 654 yards and five scores.

Dudzik, who showed promise prior to the injury, is confident that no matter who ends up playing, the offense will be successful.

"Well, you know, I'm excited about the group that we have," Dudzik said. "We've got a lot of young receivers, a few freshmen are gonna be playing. But we've got some veterans too. We're executing well, we just gotta keep getting reps. Everyday we're gonna get better."

SOFTBALL

# Can't Read Her Poker Face

# Freshman Pitcher Cara Stecher Leads Dukes to Two Victories Against Delaware



Cara Stecher was named CAA co-Rookie of the Week on March 29, sharing the honor with Georgia State's Audrey

DAVID CASTERLINE / THE BREEZE

By KELLY BRAGG contributing writer

The softball team won two of three games this weekend in its conference series against Delaware. The Dukes improved to 16-19 overall and 4-2 in the Colonial Athletic Association on the season. The majority decision against the Blue Hens was the team's sixth consecutive CAA series win.

The first game of Friday's doubleheader went to the Dukes, 9-1, while the Blue Hens returned the favor game two, winning 14-4. Following back-to-back blowouts, few could have anticipated the nail-biter that would follow.

The 609 fans that gathered at Veterans Memorial Park for Saturday's game

At the end of the regulation seven innings, the teams were tied at three, sending the game to extra innings. After a scoreless eighth inning, the Dukes took control with a little small-ball.

To start the bottom of the ninth inning, freshman third baseman Haley Johnson singled and advanced to third after a sacrifice bunt and groundout. With two outs, sophomore second baseman Caitlen Manning came up

Manning came through, hitting a

## Next on the Plate

The Dukes host the Radford University Highlanders for a double-header on Wednesday at 4 p.m. and 5:45 p.m. at Veterans Memorial Park.

walk-off single to clinch the 4-3 win for the Dukes. Manning proved to be a force to be reckoned with, as she went 2-for-4 with three RBIs, one run and a

"I just have confidence in myself. It's all about just believing that your team can win the game," Manning said.

Freshman pitcher Cara Stecher pitched six innings in the first game of Friday's double-header and pitched a complete game Saturday.

Stecher improved her overall record to 8-6 with the two wins. She also pitched 1 1/3 innings in game one, giving up seven runs on nine hits in mop-up duty for the Dukes

Despite her trying relief outing, Stecher's performance thus far has been consistent, particularly in a start-

ing role. In her 13 starts, the defending

CAA Rookie of the Week has given

up more than three earned runs just

"I know the way I compose myself helps my defense, so if I look like I'm getting frustrated with what I'm doing, then my defense is gonna get frustrated, and the offense too," Stecher said. "So as long as I stay composed and I make my pitches, I know my defense will have my back."

While the defense did have Stecher's back for most of Saturday's game, the series clincher was jeopardized by two fielding errors in the top of the ninth

But even then, the freshman showed no signs of frustration or anxiety. Instead, she got the third out and stepped aside for the offense to win the

Additionally, a key factor in the two wins was Stecher's ability to stay calm under pressure. Despite her age and experience, the freshman has established herself as the Dukes' go-to pitcher in big games.

"She's just really cool under pressure, and goes out there and does her job, and doesn't let anything bother her," coach Katie Flynn said. "She was a warrior today throwing nine innings, and she threw a ton of innings yester-

#### **MEET THE PLAYER**



basketball ■ Melbourne, Australia **■** junior, sports management major

What's your pick for the NCAA champion? I'm gonna go with Duke because Duke's been playing pretty well through the whole thing. But I would definitely like Butler to win. They're coming from a middling conference and I would love an underdog

Best post-game snack? Probably some type of pasta, something light but with carbohydrates to get you ready for the next game or practice.

What's a random talent you have that no one knows about? I can juggle but I don't know if that's weird or wacky.

obsession? I was addicted to Dexter and I was obsessed with that for a while.

What is your current

What is something you wish you were better at? I wish I was a better singer or drawer. I can't sing or draw.

What is your favorite **sport to play?** Probably Australian rules football. Its like a mix between rugby and soccer. You can run with the ball, kick the ball and the objective of the game is to kick it between two big goal

Where's your favorite place on Earth? A tropical island somewhere on the beach. My dad's from an island called Mauritius. The beach there is pretty spectacular.

What do you like to do in your free time? I like to watch movies. I'm a big fan of just relaxing and picking up a DVD and watching it.

# **MEN'S** Third in CAA

from page 11

runs on five hits to extend its lead to 7-0. The inning, highlighted by a two-RBI triple by sophomore catcher Jake Lowery, saw every Dukes run scored with two outs.

Despite scoring five runs in the bottom of the fifth, ODU was held scoreless the rest of the way. Freshman D.J. Brown earned his second win of the year, giving up just two earned runs in five innings of work. The other three runs, all unearned, were a result of an error committed by JMU.

Lowery went 3-3 for the Dukes, while senior outfielder Matt Browning extended his team-leading batting average to .455 with a 4-5, two-RBI

Sunday afternoon's rubber match featured beleaguered JMU ace Turner Phelps making his seventh start of the season. Phelps, who gave up more than one run an inning in his first three starts, continued his domination of conference foes. Reeling off two straight wins, Phelps anchored the Dukes, pitching a complete game en route to a 4-1 win for the Dukes.

Phelps would strike out 10 Monarchs on the night, a season-high for JMU pitchers. He only surrendered five hits and continued to harness his control, giving up just two walks. Prior to Sunday, Phelps had averaged just over eight walks per nine innings.

The Dukes offense was led by junior first baseman Trevor Knight, who went 3-4 with an RBI. The preseason CAA Player of the Year, who also started the year off slowly, ended the series hitting .330 on the year. Senior catcher Brett Garner would knock in two more with a sacrifice fly and triple in the second and fourth innings respectively.

JMU will look to avenge their March 17 loss when they play at No. 1 University of Virginia Tuesday at 6 p.m. The Dukes will also rematch Virginia Military Institute on Wednesday afternoon after playing the Keydets March 24. Their first matchup, held at Veterans Memorial Park, was a 17-13 win for the Dukes. JMU clinched the victory as they went on a 15-1 scoring run to end the game.

The team will continue conference play this Friday, when it will begin another three-game series against William & Mary at home. The Tribe (17-10, 3-3) took both games against the Dukes in Williamsburg last season.

- staff reports





Rising senior quarterback Drew Dudzik (right) ran plays last week after spring practices began Wednesday. Dudzik was the starting quarterback for the first five games last season until he broke his foot in the Oct. 10 game against Richmond. Dudzik will be competing with rising sophomore Justin Thorpe and two incoming freshmen from Texas for the starting quarterback

**NFL** 

# McNabb Heads to D.C.

The Washington Post

WASHINGTON — In the boldest move since Mike Shanahan took over as head coach, the Washington Redskins acquired quarterback Donovan McNabb on Sunday night in a trade with the Philadelphia Eagles.

McNabb, a six-time Pro Bowler, instantly changes the face of the Redskins' offense, simultaneously casting uncertainty on quarterback Jason Campbell's future and the team's plans for this month's draft. His arrival also means Redskins fans can expect a new starting quarterback at the start of the 2010 season.

In exchange for McNabb, the Redskins gave up their second-round pick in this month's draft — the draft's 37th overall selection — and a fourthround selection in the 2011 draft. Next year's pick, though, could become a third-round selection, depending on McNabb's performance this season.

McNabb was Philadelphia's dependable starter since midway through his rookie season in 1999. He led the Eagles for more than a decade, taking them to the Super Bowl XXXIX, the same season in which he was named the NFC's offensive player of the year in 2004. A mobile quarterback and polarizing figure for many fans, McNabb's future has been in doubt in Philadelphia since the Eagles acquired Michael Vick in 2009 and drafted Kevin Kolb in the second round of the 2007 draft.

Despite votes of confidence from Eagles Coach Andy Reid and team president Joe Banner, the Eagles began putting out feelers last month that they would be willing to trade McNabb. At the same time, the Redskins were

weighing their options for the 2010 season.

With a new coaching staff in place, the Redskins are expected to implement a new offense this season, so it's not surprising that they sought out a new quarterback. It wasn't immediately certain how this might affect the team's draft plans. Many around the league expected the Redskins to pursue a quarterback in this month's

Shanahan has said he intended to personally scout four to five of the top quarterback prospects. They've already brought in Notre Dame's Jimmy Clausen and Florida's Tim Tebow for in-person visits and Oklahoma's Sam Bradford and Texas' Colt McCoy were both expected to tour Redskins Park this week. At least one league source said Sunday night that the Redskins could still draft a quarterback and use McNabb as a buffer to allow a young quarterback to learn the team's new system and adjust to the professional

As veterans go, there aren't many with a more impressive resume than McNabb. A product of Syracuse University, McNabb was the second overall pick in the 1999 draft. In the years that followed, he was a postseason regular and often a thorn in the Redskins' side, leading the Eagles to four straight division titles (2001-04, five conference championship games (2001-04, '08) and one Super Bowl appearance.

The 33-year-old quarterback already has more than 32,000 career passing vards and 200 touchdowns. He comes to Washington, one of the Eagles' chief NFC East rivals, as Philadelphia's alltime leader in wins, pass attempts,

completions, yards and touchdowns. Speaking to reporters last month at the NFL's annual owner meetings,

Shanahan declined to name Campbell as his starter, saying the Redskins' five-year veteran would have to earn the honor in training camp. He clearly had different plans, though. Campbell had been the cornerstone

of the Redskins' offense for the past five years. Drafted in the first round of the 2005 draft under former coach Joe Gibbs, Campbell has started the team's past 32 games and 52 of their past 56. Since taking over the starting job midway through the 2006 season, no quarterback has started more games for the Redskins since Mark Rypien led the huddle from 1989 to '93.

But playing by an embattled offensive line and a rotating cast of coaches, Campbell struggled to make the Washington offense more effective. Last season, Campbell was sacked 43 times, more than all but two other NFL quarterbacks. Statistically, Campbell had posted noticeable improvements since taking over the starting job four seasons ago. He annually improved on his completions, touchdown passes,

passing yards and quarterback rating. But it wasn't enough to impress the new coaching staff. Shanahan's first hire was his son, Kyle, as the team's offensive coordinator, which signaled a renewed commitment to the passing game. Last season, when Kyle Shanahan was the offensive coordinator in Houston, the Texans featured the

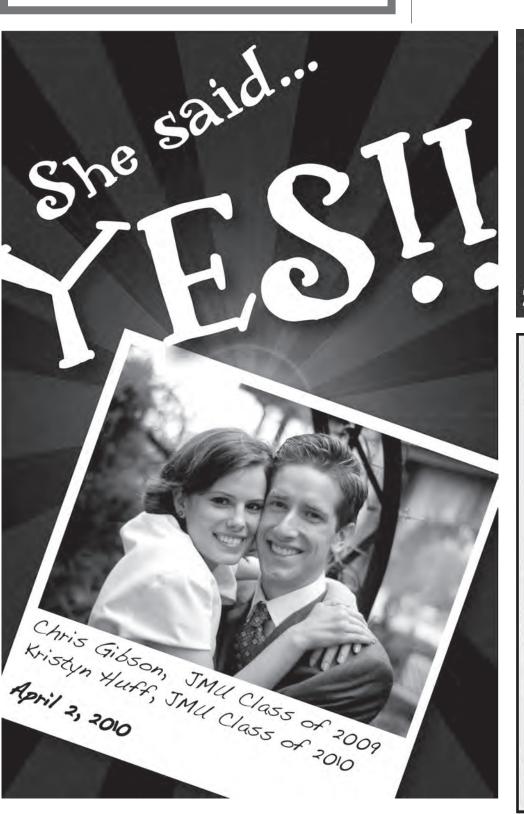
With McNabb in place, the team still has four other quarterbacks under contract: Campbell, Rex Grossman, Colt Brennan and Richard Bartel.

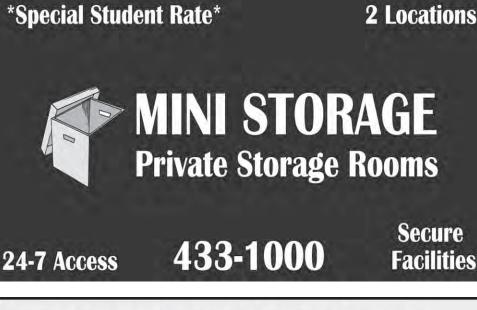
league's top-ranked passing attack.

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