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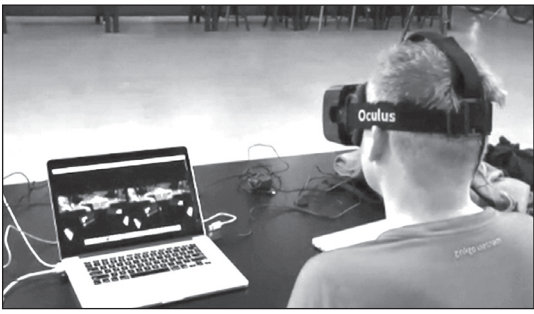
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Special Issue



Vincent Vicini | Spartan Daily

Jasper Sikken, hardware engineer at Petasense, tries a demo of an Oculus Rift game modeled after the Saturday Night Live "Night at the Roxbury" skits.

Oculus Rift puts players in the game like never before

BY VINCENT VICINI
@thebigvinnie



The upcoming virtual reality headset Oculus Rift was demoed to a party of five last Thursday at the Elementum Campus in Mountain View.

Oculus Rift is a virtual reality head-mounted display featuring 360-degree head tracking, a 100-degree field of view that stretches beyond a person's peripheral vision and stereoscopic 3-D imagery — achieved by sending unique and parallel images to each eye — just as we perceive the real world around us to create a totally immersive virtual experience.

The Rift, which is expected to be released to consumers next year, was shown as part of a series of meetups titled "Exploring Oculus Rift," set up by organizer and iPhone/iPad developer Andre Muis.

"People are coming by to see how the Oculus Rift works, get some ideas for apps and just explore the technology," Muis said.

The turnout was small, but Muis intends to schedule weekly meetups for developers like himself to attend and share ideas for games and applications for the Rift.

Muis purchased Development Kit 2 of the device, which allows developers to create and

test virtual reality experiences in anticipation of the consumer release.

The consumer Rift will not be identical to Development Kit 2, but all content developed using this kit will be compatible with the final product.

"It's all very new, so there aren't too many virtual reality games right now, but there is a lot of experimentation from big companies and from independent developers," Muis said. "There's not really a market for it yet, so they're all just experiments and free apps out there."

One such experiment put players in the perspective of a person walking around a vibrant garden.

Pollen and butterflies floated through the air, causing participants to instinctively reach out in front of them, grasping for things in the virtual world that simply did not exist in front of

them in the real world.

"Would you want to be immersed in the game, or do you just want to see it as kind of a third party viewing it through a window at a distance?" Muis asked rhetorically. "Oculus Rift is pretty much a display that fits over your head and it takes up all your field of view, so you really are immersed in a virtual world."

Another demo was modeled after the Saturday Night Live skit turned movie "A Night at the Roxbury." SNL fans of the '90s will remember the Roxbury Guys, portrayed by Will Ferrell and Chris Kattan, driving around and bobbing their heads in unison to Haddaway's "What is Love?" before causing distress at the clubs.

The demo placed players in the backseat of the Roxbury Guys' car and "teaches" them how to dance by instructing them to bob, peck and shrug their heads to the beat of the iconic Haddaway song.

Oculus Rift is pretty much a display that fits over your head and it takes up all your field of view, so you really are immersed in a virtual world

ANDRE MUIS
ORGANIZER AND
IPHONE/IPAD
DEVELOPER

The demo also introduced new ways of thinking about how to play video games.

A controller was not required for this demo — nor for any of the demos on display that night — it was purely motion based, utilizing the

built-in low-latency head tracking, which recognizes all of the player's real world head movements.

In the display were two options: "play" on the left side and "quit" on the right side.

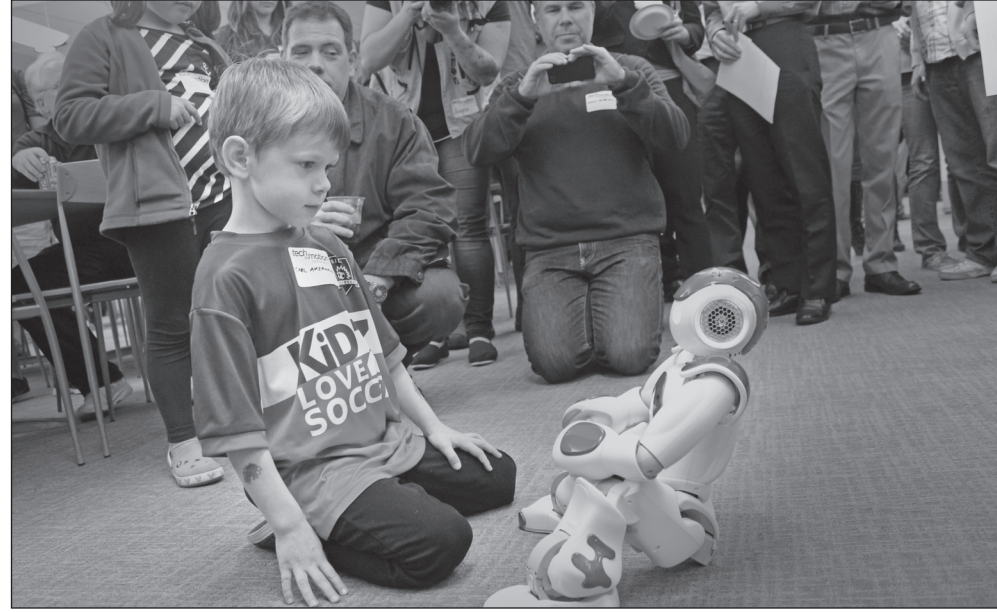
To access either option, the player would have to look toward the option he or she desired, and the position tracking would recognize this movement — an unconventional method of selection that worked without incident in the absence of a controller.

Jasper Sikken, a hardware engineer for cloud and mobile software startup Petasense, used the device for the first time and left impressed.

"It's a new world and I hope the technology develops in such a way that it is available for everybody, so it becomes cheaper," Sikken said.

Read the rest of this story at spartandaily.com

Robots invade Microsoft campus to educate and inspire humans



Lauren Hernandez | Spartan Daily

Carl Akerwall curiously sits on the floor of Microsoft's dining area with Aldebaran Robotics' NAO humanoid bot during Tech in Motion's Rise of the Robot Tech Talk on Wednesday, Nov 5.

BY LAUREN HERNANDEZ
@LaurenPorFavor

Large robots roamed the Microsoft campus and smaller robots captured over 350 guests' attention during Tech in Motion's Rise of the Robots Tech Talk on Nov. 5.

Tech in Motion is an event series focused on hosting events to give the community an opportunity to learn about technology from professionals.

It was hosted with Knightscope, Saviok, and Aldebaran Robotics showcasing their projects.

William Santana Li, CEO of Knightscope, said his company designed the K5 Autonomous Data Machine to predict and prevent crime.

K5, a 5 foot tall, 3 foot wide, 300 pound cylindrical robot roved outside of the Microsoft entrance welcoming attendees.

"It takes all that input from the sensors, analyze when and where it might occur, and do a forecast or actually detect that something is actually going awry and alert the authorities," Li said.

Curious children attempted to hug the robot, adults snapped photos using their smartphones and peered into its flashing sensors that

wrapped around 360 degrees.

The robot operates autonomously with the help of GPS with what Li refers to as a "sandbox," which means it can be programmed to stay within a fenced area and deviate away from hitting objects or falling into potholes.

"It's intended over time to be able to see, hear, feel and smell," Li said. K5 can "see" by utilizing nighttime and daytime imaging, "hear" with directional audio and ambient noise, "feel" with thermal imaging and gesture recognition and "smell" with chemical, radiation and biological sensing capabilities.

Leland Lee, a UC Berkeley freshman computer science major, said he attended the robotic event because he was intrigued by the robot line up.

"It's a pivot away from computer science to look at hardware rather than the software side," Lee said.

Aldebaran Robotics merged hardware and software with its 23 inch NAO robot, a humanoid bot reminiscent of a toddler in size but calm in disposition.

Cedric Vaudel, the sales and marketing director of Aldebaran Robotics in Latin America, said they created NAO as a social robot to help people at home, school or hospitals.

NAO is fully programmable

and primarily used in universities and schools for projects in research and education all over the world, including Europe, Japan, South Korea and the United States.

"NAO became the form to teach programming and engineering classes from grades nine to 12 and even actually in lower grades," Vaudel said.

Vaudel said the company's hope is to release a new version of NAO available for release for consumer purchase, which would be able to download applications for the robot to program various commands into its memory.

NAO can speak 25 languages, has tactile sensors, voice recognition, face recognition, four directive microphones and can dance.

Seattle resident Rachel Cook said it was interesting to see how humans react to NAO since it was interacting with people during the snacks and networking portions of the event.

"What was really compelling was thinking about the reaction of children," Cook said. "I think it was really psychologically and culturally interesting."

Cook referred to how NAO interacted with Carl Akerwall, a young boy who curiously sat

on the floor of Microsoft's dining area and played with the humanoid robot, as attendees crowded around snapping photos on their smartphones.

Saviok, a company specializing in autonomous robots for the service industry, concluded the event by introducing its delivery robot called SaviOne.

Steve Cousins, CEO of Saviok, said the company's mission is to provide a useful, efficient service to the community.

"The thing that's driving us is a deep desire to put a robot out in the world that can actually do something useful for people but at a cost they can afford," Cousins said.

Cousins kicked off his presentation by telling the audience how thirsty he was, at which point SaviOne roved over to him, opened its lid and offered a water bottle from its storage.

SaviOne is currently at Aloft Cupertino Hotel, where it navigates itself down hallways and through elevators delivering various items to guests.

The autonomous robot is equipped with a navigation laser, locking storage lid and a touchscreen display for guests to select "All Set" once they've obtained their items from the robot's storage.

Read the rest of this story at

What does it really mean to be an introvert?

BY ABRAHAM RODRIGUEZ
AND JESSICA SCHLEGELMILCH
@Abe_Rodriguezzz & @jessieschleg



The common perception of personality sits in two realms: introvert and extrovert.

"An extrovert is somebody who is gregarious and doesn't have a problem meeting new people and going out and enjoying themselves. An introvert is someone who would rather be inside and stay to themselves," said senior engineering major Jameson Loveless.

Civil engineering senior Armando Camacho has a different viewpoint about introversion.

"Being shy isn't necessarily weird, some people just aren't as out there as some other people," he said.

Greg Feist, Ph.D., an associate professor of psychology at San Jose State University, discussed what he calls the "extroverted culture" we live in and how being called or identifying as introverted can be perceived negatively.

"Introversion (psychologically) is more than ... what most people think of it. Most people think of it as what we would call social ability, meaning people are really sociable or not," Feist said.

He explained the stereotype of introverts is they are not friendly or warm, which he said is not the case. Introverts often have some of the most intense social relationships, they just don't necessarily like crowds or big groups of strangers.

"Introverts tend to shy away from stimulation whether its social or activity level ... introverts are kind of naturally, internally aroused. And extroverts aren't and so extroverts seek out sensations," he said.

Because we have built an extroverted

culture, introversion has lost its value and is not appreciated, according to Feist.

Feist said people may be surprised to find introverts are actually more persistent and can stay focused more than extroverts. In addition, introverts tend to be happier, have less anxiety and are not as guilt prone.

"Introverts are in fact more likely to be our creators, innovators — they can even be leaders but not in the same way that extroverts are leaders," he said.

He also explained association does not necessarily mean causation.

"It's not to say that if you're a nerd or a geek you have to be asocial or lacking in social skills," he said.

In the case of the geek stigma, Feist said, "Hell, we're in the Silicon Valley obviously, so this is the center of geek culture ... these major computer companies have changed the world ... it's almost a badge of honor to be called geek."

Wei-Chien Lee, Ph.D., a licensed psychologist, said in Western society, extroverts are attributed to status and the amount of resources a person has, and is

therefore seen as a positive attribute.

"Just labeling people and slapping people a label just oversimplifies the question. And you don't see the person, that's quite disrespected," Lee said.

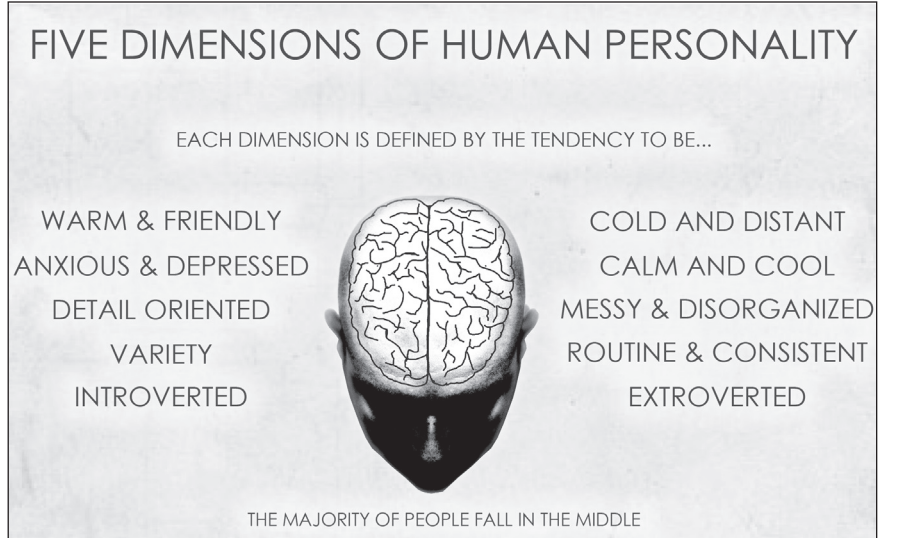
People align themselves around a trope that falls in with their personality types. But identifying and limiting yourself within these stereotypical labels, like "nerd" or "outgoing," only limits a person's potential.

"When people label themselves like that or label other people like that, we don't give them the opportunity to learn, to thrive, to gain (social) skills," Lee said.

Although some people may be influenced by cultural labels, the complexity of the human personality reaches far beyond a stereotype or an extreme on one end of a spectrum.

"People like to think of themselves as either introverted or extroverted, but the reality is that most people aren't either one. They're in between," Feist said.

Abraham Rodriguez is a Spartan Daily staff writer and Jessica Schlegelmilch is the executive editor of the Spartan Daily.



Infographic by Abraham Rodriguez

Buildings on campus provide comfortable place for studying

By **KRISTEN WIRTZ**
@KristenWirtz2

With the school year in full swing, there is always one place filled with students studying – the library.

With eight levels, students have the opportunity to pick which floor will best suit their studying needs.

Elizabeth Ortega, a senior psychology major, said the library is the best place for her to study because it provides a quiet area to focus and be more productive.

Dr. Martin Luther King Jr. Library is a reliable place for studying because it's open Monday through Thursday until 1 a.m.

Study rooms are reserved by groups who may be working on a project or just studying, as well as other meeting rooms for larger amounts of people.

During midterms and finals, the library gets really busy.

Michael Li, a senior industrial technology major, said he stays until around 1 to 2 a.m. during finals week.

The fourth level of the library is one of the ideal floors for student study groups during finals or during the semester because of its open tables and whiteboards.

This floor is one of the few that isn't part of the silent or quiet floors, allowing students to openly discuss school work.

Popular groups that gather in the library are various fraternities.

Many Greek organizations require members to spend a certain amount of hours studying a week, and most of them are at the library's upper levels.

Carlos Cortez, a software engineer major and member of Sigma Delta Alpha, said he is usually at the library Monday to Thursday for about 20 hours a week.

Students of all different majors study for their classes on the floors that best suit their studying environment.

The quiet floors – sixth, seventh and eighth – appear to be more popular with students who are alone or are looking for quiet time.

Ortega said the seventh floor is where she spends most of her time studying because of how quiet and open it is.

"I don't have a place to study at home so I usually study (at the library)," Ortega said.

With her daily commute, Ortega spends an average of eight hours a day studying at the library.

Another place on campus popular for students to study is the Engineering Building.

Cortez said he goes to the Engineering Building on Fridays and Saturdays after the library closes at 6 p.m.

"There are always people there studying," Cortez said.

Although the building closes at 10 p.m., students still stay in the study rooms and specified classrooms to continue into the late hours of the night.

With various floors and rooms available for students to study during later hours, it makes studying and group projects easier to accomplish during busy school days.

Kristen Wirtz is a Spartan Daily staff writer.

Self-employment and entrepreneurship becomes student trend after recession

By **BEVERLY UKPABI**
@cheerbev09

The Silicon Valley Innovation Challenge held every Fall is intended for students from San Jose State's Lucas College of Business and Graduate College.

Starting a business during the post-recession era appeals to some college students.

Although it seems like a strenuous process, becoming a business owner is systematic yet attainable.

The event is essential for anyone interested in pursuing his or her own business.

"We invite some judges, we invite venture capitalists, bankers who are likely here to provide the money, angel investors, and we invite established entrepreneurs who come to judge the ideas," said Xiaohong Iris Quan, an associate professor who teaches introduction to entrepreneurship.

SJSU alumni and business owners Ricardo Blanco and Lucas Phipps learned a lot from Quan's course and attended this event when it was called the Need Ideas Fair.

Business plans, business models, visibility, market, industry and opportunity analyses, legal foundations and financial investing are some key components of the introduction to entrepreneurship program.

"We came up with an idea and I really bonded well with all the people in that group," Phipps said. "Quan really taught me that if I want a promotion, I can step out there and do it."

They own Privateers Swim and Fitness, a company that provides well-skilled trainers for services ranging from swimming, aqua-fitness and yoga.

These services are offered for adults and children who want to complete swimming lessons within a reasonable amount of time.

Blanco and Phipps met in college and each had an extensive swimming experience since they were 13.

They learned each other's swim style was different and did not want the business to not only be competitive, but fun.

"We didn't know what we were doing originally, a lot of it was just us trying to figure everything out," Phipps said. "We went back to our textbooks and went to professors to ask questions whenever we needed something answered."

They aimed to reach a faster progression with rates 4-6 times faster than other swim schools in the Bay Area.

"We saw a huge problem in the Bay Area swim schools; I know how precious time is," Phipps said. "We started coming up with a program, that would not only teach people the right technique, but teach people the right technique fast."

Phipps' competitive swim director informed him at a young age that it takes an average student to complete a swim program in seven years.

Anyone over 8 who joined the company could learn proper form and technique within eight lessons in either one to two summers.

Their slogan became "Better swimming, faster results."

"We weren't licensed yet, but we were already working on a business plan meeting in a fraternity room," Blanco said. "We were going to school full time, still working part time and we were still building a business on the side. It was tough, but it was pretty amazing how we got through it."

The entrepreneurship concentration is under the global innovation and leadership program at San Jose State.

According to Quan, there are several courses for entrepreneurship including global, business planning, marketing, and financing.

An ample amount of research was done that looked into other universities offering similar programs.

"Starting businesses and becoming an entrepreneur has been a trend for many young people in the country and worldwide," Quan said. "It's very important for us to provide the knowledge and the base for students to get ready for that."

Blanco and Phipps were recently invited to Quan's course as guest speakers to discuss their journey and reiterate what they learned before they graduated.

Some of the San Jose State faculty that helped Phipps stay motivated through building a future business included accounting professor Chi-Wang Chang and strategic management professor Simon Rodan.

"I learned that businesses will be really good at whatever product or service that they're advertising, but maybe they're not good at sales or keeping track of their money," Phipps said.

Blanco defines the term entrepreneur as someone who is tenacious – especially if it's a passion.

"We never quit, and we kept pushing each other, always being there for each other, making sure we keep each other strong, and look where we are now? We're going on to our fourth year and we're more than blessed," Blanco said.

According to Quan, San Jose State's entrepreneurship program is very hands on in helping prepare students for success.

"You can be motivated and self-employed and hire people who can promote the economy to help build and strengthen our society," Quan said.

According to Phipps, San Jose is one of the most profitable places in the world and Silicon Valley is one of the best places to grow and prosper.

He said the best way to start a business is to network closely with contacts and friends from college to venture your career path.

"The power of association is surrounding yourselves with people that have already done what you've done, and it's only going to build more strength or strive you forward," Blanco said.

Beverly Ukpabi is a Spartan Daily staff writer.



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Top: Instructor Pablo assists a young swim student with maintaining a level body while measuring distance with strokes.



Bottom: Kevin and D.C. high five each other after she pushed herself and increased her endurance with a successful lap series.

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Geek culture has become popular within society

Being geeky or nerdy was once “uncool,” but that has changed.

I’ve seen the transformation because I was born in and remember most of the ‘80s.

To be a cool kid, one would usually play sports during recess or hang out with the girls on the playground.

The kids labeled “uncool” strayed away from sports and gravitated toward computers, science-fiction and comic books.

These kids were referred to as “geeks” or “nerds.”

I had friends on both sides of the fence and was lucky enough to have a glimpse in both worlds.

I played baseball, basketball and football with kids considered cool and also hung out with friends interested in comics and computers.

These friends weren’t only into reading comics, they were avid collectors.

Every comic owned had to be bagged and boarded, only to be pulled out and read very carefully.

They would do a lot of their local buying, selling and trading at the local comic book shop downtown.

The comic book shop unfortunately shut down in the mid ‘90s because of a decline in comic books.

According to The Beat comic book blog, the top 300 comic books sold 8.09 million units, which is up 21 percent from 15 years ago.

The increase in unit sales resulted in a 79 percent increase in total dollar sales from 15 years ago to \$30.62 million.

My nerdy friends would also read science-fiction books and build their own computers to play video games.

Television shows and movies in the late ‘80s and early ‘90s reinforced the general stereotype of what it was to be cool and uncool.

Television shows like *Saved by the Bell* featured the “cool kid” Zack Morris and the “geeky” Samuel “Screech” Powers, who were friends yet lived in different worlds.

The family sitcom *Family Matters* also portrayed nerdy as being uncool with the pocket protector and rimmed glasses-wearing Steve Urkel.

The stereotype that defined the two worlds can also be seen in the 1984 film *Revenge of the Nerds*.

At the fictional Adams College, the jocks of the fraternity Alpha Beta continually bully the computer engineering students they call “nerds.”

Things have changed drastically since I was a kid.

Just look at the popularity of the



Follow Brian on Twitter @BrianStanley

engineering department at San Jose State.

Engineering is one of the most impacted departments on campus and it’s not just for “nerds” anymore.

Comic books, video games and computers are more popular than they have ever been.

Computers used to require a technical understanding to build from various parts purchased at electronic parts store — not like Best Buy.

Machines once operated using coding have become a standard part of our lives thanks to people who were considered “nerdy” or “geeky,” such as Bill Gates and Steve Jobs.

Now a majority of the population have smartphones that act as our computer at times.

The growth in the electronic world can also be seen in the popularity of the PC and gaming console.

Video games were very simple with the development of the Atari 2600 to the modern advanced consoles like Sony’s PS4 or Microsoft’s Xbox One.

The comic book industry saw a resurgence of old and new fans with the release of the first successful comic book movie that wasn’t “Batman” or “Superman.”

The release of *X-Men* in 2000 brought characters of my youth to life in live action and introduced them to a whole new generation.

Since the release, various comic franchises have found new fame such as Marvel’s *The Avengers*, the Tobey Maguire *Spider-man* series, Christopher Nolan’s *The Dark Knight* trilogy, and soon the DC Comics’ *Justice League* series.

These movies have rocketed an industry cherished by few into mainstream pop culture.

The Avengers is the most successful superhero movie in the box office making \$623 million worldwide, according to Box Office Mojo.

Both *Spider-man* and *The Dark Knight* trilogies have made over \$1 billion globally.

Comic book conventions are popping up all over this country with millions of fans dressed as super heroes or villains to meet their favorite artist or film star.

There is even an unscripted television show on the AMC network called *Comic Book Men*, which follows a comic book shop in Red Bank, N.J.

Ultimately, the popularity growth of activities once considered nerdy or geeky has erased the negative connotation that once flourished.

It’s now cool to be a geek.

Brian Stanley is a *Spartan Daily* staff writer.

Comic book conventions are popping up all over this country with millions of fans dressed as super heroes

Introvert vs. extrovert and the ambivert’s secret weapon

I consider myself an introvert.

Anywhere you look the characteristics of an introvert are probably labeled as preferring interaction with a group of two or three rather than a crowd and like to think before speaking.

Or introverts are comfortable being alone, uncomfortable in the spotlight, soft spoken and called “good listeners.”

Bingo! That’s pretty much me.

But that’s just one end of the spectrum.

On the other end lie the extroverts: people who are seen as outgoing, assertive and spontaneous who thrive off social situations.

Our culture favors these characteristics. Susan Cain, author of “Quiet: The Power of Introverts in a World That Can’t Stop Talking,” wrote while introverts make up a third to half of the population,

our schools and workplaces are designed for extroverts, stressing that tightly knit group efforts are seen as the key to success.

Extroverts radiate confidence, possess strong verbal communication skills and work well in teams — qualities you would find listed on any job application.

Extroverts possess the more desirable traits. Now, there isn’t a war waged between the two personalities, though I do believe there are misconceptions mutually cast on both parties.

Introverts are seen as quiet, unhappy, reclusive and socially awkward geeks.

The Big Bang Theory, one of television’s highest rated shows is funny because this geeky social awkwardness is used for comedic effect.

Geeks have been stereotyped in the past as individuals absorbed in data and code alone in some basement, and because of that independent work, they are seen as anti-social and introverted.

In reality, everyone is a geek about something.

It’s just some subjects aren’t recognized as geeky.

Fashion. Sports. Music. Cars. People “geek out” about these subjects too.

In that sense, “geekdom” is synonymous with passion or fanaticism. It’s not a bad thing.

Social psychologist David Meyers claimed to achieve happiness, one must possess self-esteem, optimism and extroversion.

It’s hard to argue the value of self-esteem and optimism, but the need for extroversion to achieve happiness is up for debate.

Introverts aren’t unhappy, they just seek happiness in dissimilar situations. Maybe code is what makes them happy. There are two sides to every coin and



Follow Vincent on Twitter @thebigvinnie

there are misconceptions toward extroverts as well.

Extroverts might be seen as pretentious, confrontational, obnoxious and self-absorbed.

I consider most of my closest friends extroverts, but I wouldn’t apply any of these labels to them.

Somehow these characteristics have become attached to each personality type.

The reality is humans are complex and it’s not so binary.

No one is exclusively introverted or extroverted.

Psychologist Carl Jung once said “there is no such thing as a pure extrovert or a pure introvert. Such a man would be in a lunatic asylum.”

Jung also identified a third personality type: the ambivert.

A recent study by researcher Adam

Grant of the Wharton School of the University of Pennsylvania showed ambiverts, who possess both extroverted and introverted qualities, do best in sales positions, not extroverted people as the stereotype would hold.

“The ambivert advantage stems from the tendency to be assertive and enthusiastic enough to persuade and close, but at the same time, listening carefully to customers and avoiding the appearance of being overly confident or excited,” Grant said.

Remove those characteristics from a sales context and they are a smooth blend of extroversion and introversion.

It’s important to keep in mind these personality types are more than just preferences — they’re human nature with science behind them.

In 1999, scientists at the Mental Health Clinical Research Center and Department of Psychology at the University of Iowa Hospitals and Clinics concluded the brains of introverts and extroverts are in fact different.

By measuring cerebral blood flow of introverts and extroverts, they determined extroverts focus their attention outward and introverts focus their attention inward.

In simple terms, extroverts are more expressive and introverts are more reserved.

It’s hard to battle human nature and go against what makes you, you.

The misconceptions attached to both ends of the spectrum can easily be resolved.

Introverts: Please respect the enthusiasm extroverts possess.

Extroverts: Please don’t chastise introverts for preferring to keep to themselves.

Everyone: Please don’t be judgmental.

Vincent Vicini is a *Spartan Daily* staff writer.

I did not choose the geek life, the geek life chose me

To say being a geek runs in my veins would be an understatement.

The table-top, role-playing-game Dungeons and Dragons released its first edition in 1974, 14 years before I was born.

My father, however, was alive and played the game from the late ‘70s until the mid ‘80s when he married my mother and lost the free time because of work, children and night school.

Growing up in private religious academies, I often found myself caught between the popular crowds and the misfits, the bullies and the bullied.

I was large for my age, a trend which held until I stopped growing my sophomore year, so others would hide behind me to avoid bullies.

Despite my frequent interaction with my peers, there were very few I would have considered friends.

When I was in seventh grade, I made my first real friends: a group made up of mostly girls who shared my interest in cartoons, drawing and avoiding more popular peers who would point out our odd characteristics.

These young women introduced me to the third edition of Dungeons and Dragons

in 2001, over 15 years after my father last played.

When I came home talking about it, my father threw his hands in the air.

“It wasn’t me,” he said. “I had nothing to do with it.”

This was when I first learned my father had also played the game and it has been a frequent source of conversation for us ever since.

The friendships I gained through this game have given me more close, loyal friends than most people could ever hope for.

For more than half my life, I have set aside time as often as possible to sit around various tables with friends — new and old — to play the game.

Playing dissolves into jokes and junk food as often as we create heroes, kingdoms and stories in the high-fantasy setting.

As a teenager, my father suffered from dyslexia before it was a widely known condition.

A high school teacher realized he was struggling and used comic books to assist him. My father said, “he told me that if I



Follow Wesley on Twitter @Stevewes

liked the art, wouldn’t it be better if I could quickly read what they were saying?”

By using comics, my father more than tripled the speed he was able to read and comprehend — from comics and news to novels and poetry.

When I was 5 years old, I was given my first Wolverine comic and learned to read using my father’s comic book collection.

His discretion could have been better, or perhaps I should have known better than to refer to my kindergarten teacher as “Bub.”

Either way, I’ve been hooked on superheroes, science-fiction and fantasy from before I can remember.

From sketches of superheroes to the writing of stories and creating concept art for webcomics, my life has often involved the comic book scene.

The drama in the books has often matched the drama in the comic book shops.

On the first Saturday of May — Free Comic Book Day — I run around to a half dozen comic book shops to greet staff I know and pick up new comics offered.

For the last five years, I’ve bought my comics from Illusive Comics and Games.

The shop offers all the comics I like to buy as well as all the table-top, role-playing game supplies I could want, but it really won its loyalty when I heard a staff member ask someone to leave for being a misogynist.

I’m not going to say these comments never

happen, but the staff and Anna — who owns the place — are not tolerant of ignorance.

Shortly after my father married my mother, between eight-hour work days and evening classes, he would race home from work in order to watch Thundercats, among other cartoons.

My parents got into the habit of leaving out bowls of cereal with sippy cups full of milk in the fridge on Friday night.

This way, we wouldn’t wake them to make us breakfast while we gathered around the TV and watched Spiderman, Teenage Mutant Ninja Turtles and Rainbow Brite.

As we got older, my sisters slowly grew out of waking up early and eventually out of watching cartoons, but I have still pushed myself to watch as much animation as I can in movies and television.

While some gems are timeless to me, others I never want to watch again.

A select few of them are somewhere in between — making me simultaneously cringe while smiling with nostalgia.

I love cartoons, games and comics for the inspiration and entertainment they give.

I still watch more cartoons than any other form of television and the dream that drives me most is to become a voice-over artist.

It may be silly, strange or geeky to some, but for me, nothing would be better than being able to be a part of a Saturday morning cartoon.

Wesley Moots is a *Spartan Daily* staff writer.

While some gems are timeless to me, others are truly horrible things I never want to watch again.

Share your opinion! Comment on these articles at spartandaily.com

A creative outlet for Generation Y

Tumblr, a blogging site bought by Yahoo for \$1.1 billion last year, has been a safe haven for the expression of all kinds of people.

Users range from the Internet cat lovers, anarchists, atheists, alternative "hipsters" and self-proclaimed poets to the BDSM-proud, porn-gif makers and NSFW (not safe for work) blogs of normal people taking nude selfies for all their followers to see.

One post I saw yesterday featured a man asking women for their "dirty underwear" for \$40 a pair.

Needless to say, Tumblr is one of the most interesting – and sometimes disturbing – aggregation of Internet tidbits and users right now.

Although Tumblr is not as popular as its network cousins such as Facebook and Instagram, according to a Pew Research study, Tumblr is particularly appealing to young people between the ages 18 and 29, a particularly difficult demographic to appeal to its competitors.

According to Search Engine People, 66 percent of users are under 35 and 49 percent are under 25.

The same article states Tumblr users tend to be more loyal than Facebook and Instagram users, spending approximately 14 minutes on the site every time they log

onto their dashboard. Unlike other social networking sites, Tumblr users don't generally range in how much they use the site.

You are either a Tumblrer or not. There are no in-betweens.

Those who do not use Tumblr have a difficult time understanding it and tend to think it's a cist pool for hipsters, perverts or people who just want to look at funny cat videos all day – all to a certain extent do exist on the site.

Those who do use Tumblr, however, understand each other and understand Tumblr is more than a cheap outlet for a laugh or to empty the wank bank.

When one Tumblrer finds another Tumblrer, they have an overwhelming mutual feeling of "oh, yeah, they get it."

Having said that, when you find out someone has a Tumblr, it's sometimes considered sacrilege to ask for his or her Tumblr's name.

Another interesting aspect of the blogging site is it's not intended to be shared with people in your real life – oftentimes people choose to be anonymous.

Putting all of the gifs, fandoms and homemade porn aside, Tumblr is a representation of a conversation about modern media and the culture of Generation Y that is not happening.



Follow Jessica on Twitter @jessieschleg

Although each user's Tumblr dashboard will differ from another user's dashboard just like a Facebook newsfeed differs depending on who your friends are, Tumblr's unique reblog feature means a lot of the content regurgitated and shared in a different way than other sites.

Often one person will post something, another will comment on it and reblog it.

Another person will comment on it and reblog it again.

This cycle continues until the original post has been commented on and shared by thousands of people.

It's incredible these types of posts allow long conversations about topics about literally anything – including discussions about important cultural, political and social topics that are often ignored in mainstream media.

Add the fact 65 percent of Tumblr users are educated, Tumblr becomes not just a place to laugh or wank, it asks users to think critically and deeply in a philosophical cyber garden.

Because many users are anonymous, it means people can be open to have and contribute whatever views they want – whether they are popularly accepted or not.

Which is a luxury you can't have on uber-publicized networks such as Facebook. Also, because of the sites liberal security preferences (hence why there is such a thing as Tumblr porn), it's also a space for news media that is either hushed or brushed off in the dominant corporate controlled American media scene.

Tumblr itself did not change my life, but Tumblr opened up doors of expression and allowed me to nurture my identity unabashedly.

Tumblr is an incredibly diverse community of people and I realized I was not alone in my oddities or in my criticisms about society.

Because Tumblr is dominated by young and educated people, being a feminist and a radical civil rights activist is not going to get you criticized. Instead, you will be celebrated by a community who wants to talk about these subjects instead of acting like they don't exist.

It allowed me to venture out of the fishbowl that is structured with traditional societal values and muddled with persecution and prejudice for those who don't swim well within it.

Tumblr is important because it symbolizes an attitude Generation Y has created to combat a number of social, cultural and political obstacles in our world.

Although Tumblr is a good example of this phenomena, the influence of this type of attitude stems well beyond the limits of any kind of social networking site.

Jessica Schlegelmilch is the Spartan Daily Executive Editor.

It allowed me to venture out of the fishbowl that is structured with traditional societal values

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editorial cartoon



Classifieds

11/18/14

Sudoku Puzzle

Complete the grid so that every row, column and 3x3 box contains every digit from 1 to 9 inclusively

1		9		7				3
		6			2			1
			8			2		7
7	5					1		
			2	1	3			
		8					6	4
9		2			8			
3			6			9		
	8			2		6		3

DIFFICULTY RATING: ★★☆☆☆

Crossword Puzzle

1	2	3	4	5	6	7	8	9	10	11	12	13	
14						15						16	
17					18							19	
				20			21			22			
23	24	25			26		27			28			
29					30				31				
32				33				34					
35				36			37			38	39	40	
		41	42			43				44			
45	46				47					48			
49					50					51			
52				53			54		55				
56				57			58				59	60	61
62				63						64			
65					66					67			

ACROSS

- Object thrown in defeat
- Clear a cribbage board
- Elliott Ness, e.g.
- Rounded molding
- Kind of jacket
- Two halves
- Conquer in a fury
- Common Olympics chant
- Big toe woe
- It may be flared
- Dalai ___
- Overly inquisitive type
- Skillful
- Opposed to, to Jethro Bodine
- Hardly Herculean
- One working diligently at a trade
- Suffers, as an injury
- Not suitable for serving at shul
- ___ got the whole

DOWN

- ___ out (relax completely)
- Fully anesthetized
- Warners or Ringlings (Abbr.)
- When California was panned
- Indo-___ languages
- Informers, in slang
- Two-toned cookie
- Equipment for balancing
- Feudal slave
- World power until 1991
- Harsh satire
- Underground growth
- Muhammad follower
- Memorize
- Abbreviation in an ad
- Last thing bid?
- About to explode
- Before, to a sonneteer

ACROSS

- Back, front and Scotland
- Milo of "Barbarella"
- Crib sheet user?
- Eggs, to a biologist
- Stir-fry pan
- Tastefully fine
- Timber wolf
- Emotionally rattled
- Ping-pong ball stopper
- Counterfeit (var.)
- Box-score blemish
- Canine holders
- Deck supports
- Store, as fodder
- Blackjack "adversary" 1980s
- demographic group
- It may be spun at sea
- Mascara's target
- Malaria symptom
- Be way off target
- Shoo-___ (sure things)

DOWN

- Cattle moving tool
- Mary Kay competitor
- "Anna Karenina" author
- Tourist transport
- Manipulates
- Hammer-wielding god
- Stadium walkway
- Guy's date
- Network devices
- Wear away through erosion
- Less of an illusion
- Famous French impressionist
- Accord maker
- "Sure, why not?"
- Dayton's state
- Tie the knot
- Open-wide word
- 66, e.g. (Abbr.)
- Coffee alternative

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5	8	6	7	9	4	3	2	1
2	3	9	8	1	6	7	4	5
1	4	7	3	2	5	9	8	6
7	6	2	4	8	1	5	9	3
8	1	3	6	5	9	4	7	2
4	9	5	2	7	3	6	1	8

Nov 13

1	T	A	P	E	S	6	S	T	A	R	10	A	G	O	G		
14	A	G	A	V	E	16	A	O	N	E	18	R	O	O	M		
17	P	O	S	E	R	20	R	A	T	A	22	B	O	A	M		
23	T	R	A	D	E	D	I	S	26	C	O	U	N	T			
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31	E	M	A	I	L	36	A	H	E	M	38	A	N	D	S		
35	S	E	L	L	I	38	N	G	O	N	E	40	S	S	O	U	L
39	T	R	E	E	42	A	R	T	Y	44	H	E	N	R	I		
43	C	I	A	46	W	E	A	V	E	D							
47	U	L	M	A	N	50	L	A	O	52	I	R	E				
53	B	U	Y	E	R	S	M	A	R	K	56	S	I	R	E		
57	O	R	C	S	60	O	U	T	S	62	B	O	U	T	S		
61	A	C	E	S	64	O	T	T	O	66	B	R	A	I	L		
65	T	H	E	Y	68	K	E	E	N	70	S	I	L	L	Y		



Nerd trends have helped society embrace academics

I still remember the day I got my first pair of glasses.

I was in the second grade and it had blue-tinted frames with a cat eye shape.

The first day I wore them to school everyone was complimenting me on my new "shades."

For some reason, my glasses made me seem cool to my schoolmates, but that was fine by me.

I continued to wear them, daily realizing the world was a lot less blurry with this new accessory.

But as I got older, glasses were no longer considered cool.

Names such as "four eyes" and, when my hair was in a bun, librarian, were things I heard on a daily basis.

Kids joked I looked smart and I became offended by these comments.

I decided I would no longer wear my glasses and toughed out the headaches and confusion that were brought on when I wasn't wearing my prescription glasses.

I would read a lot during the weekends when I was alone and could wear my glasses without anyone seeing.

But at my next optometrist visit, my eyes

were getting worse and I realized it was probably best I wore them on a daily basis.

The teasing started to dissipate as I got older and glasses became cool again.

I watched as multiple friends got non-prescription lenses and would wear them just as a daily trend.

Classmates would compliment me on my frames asking where I got them.

My response to them was of course "from my optometrist."

News organizations such as Cosmopolitan, Daily Mail and Huffington Post published articles on how to stylize your look with nerd glasses.

Brands such as American Apparel and Hot Topic started to capitalize on this new trend.

The fad only continued to grow over the years with comic books, movies and TV shows being re-made and the emergence of new fans.



Follow Kristen on Twitter @KristenWirtz2

"You could always tell who was an actual fan versus followers of the trend by who stayed to watch the film's credits after Marvel"

I watched as superhero shoes, T-shirts, women's undergarments, pajamas and more filled department stores.

Consumers bought into the nerd culture and would find any way to showcase even their mildest interest in this trend.

Events such as Comic-Con escalated quickly as celebrities brought a fresh face to the geek culture.

According to io9's article, "How Comic-Con has Grown, and

Other Geeky Infographics," comic-con originally started in 1970 and had 145 attendees.

Comic-Con has significantly grown over the years to more than

100,000 in yearly attendance.

My brother (a nerd at heart) and I discussed how much companies and celebrities were starting to take advantage of this trend.

We watched as more seats would fill in the theater for Marvel and DC movies.

You could always tell who was an actual

fan versus followers of the trend by who stayed to watch the film's credits after Marvel movies ended.

A Forbes article, "A Huge Global Epidemic: Fake Nerds," talked about how these new trends aren't fake nerdism, but new nerdism.

Meaning old school nerds who were once made fun of, and new school nerds who have sparked a recent interest in nerdism, are beginning to embrace the culture together.

New clothing companies are starting to emerge that embrace this new trend while also encouraging students to do well in school.

A starter company based in New York City called Kool Nerd Clothing encourages students to succeed in school.

Its program donates \$4 from each purchase toward programs that help students accomplish academic goals and strive for a 4.0 GPA.

If encouraging other kids to embrace this fashion trend means nerds will no longer be teased and excelling in academics will be cool, then this trend may just be what this society needs.

Kristen Wirtz is a Spartan Daily staff writer.

Love of books, writing helped shaped my career path

Writing and reading go hand in hand; without one, you cannot have the other.

According to dosomething.org, one in four children in America grow up without learning how to read.

The article also states that kids who don't read proficiently by fourth grade are four times more likely to drop out of school.

There are many other disheartening and discouraging statistics about literacy in America that do not surprise me.

When I was an English tutor at San Jose City College, I would help people who were taking a high level English class.

Although there were many people who were excellent writers, there were some who had made it into high level courses without even knowing how to write a thesis.

Writing has always been a big part of my life and along that came a love for reading.

From the time I learned to read, I perused each book my hands grabbed.

I became a bookworm and was damn proud of it.

One of my biggest influences for writing creatively is J.K. Rowling's Harry Potter series.

The Harry Potter books have sold more than 450 million copies worldwide.

When I first found out about it, I had a strong connection.

Harry was an abused child who

dreamed of a better life.

He lived with people who were supposed to love and protect him yet didn't.

I easily put myself in his shoes, especially since both of my parents died when I was younger.

Some people might find it strange that a children's story can have so much influence on someone.

When the world around you is ugly, escaping to Neverland, Narnia, Middle Earth or Hogwarts is a better alternative.

It never mattered to me people thought it was weird I liked Harry Potter, even when I was repeatedly called a "Harry Potter freak."

I even wrote a few fan fictions without even knowing.

After I decided I wanted to major in journalism, I also decided to minor in creative writing.

I believe it is necessary for people with diverse backgrounds to write books.

I noticed a long time ago some of the more popular authors were white people writing about the white experience.

According to a study by the Cooperative Children's Book Center at the University of Wisconsin, of 3,200 children's books published in 2013, roughly 93 stories were about

black people, 34 were about Native Americans, 69 were about Asians and 57 were about Latinos.

There are so many unique stories that need to be told.

Future authors need to include all diverse experiences, whether inspired by people in the LGBTQ community, people of color or with disabilities.

The list goes on forever.

Books are an integral way for children to connect to society, learn about the past and understand life from different point of view.

If the point of view is always from the same perspective, how can anyone learn?

The Cooperative Children's Book Center also mentioned that census data shows 37 percent of the U.S. population consists of people of color — but children's books have not kept pace.

It also boils down to whose books are actually being published.

According to its website, VIDA is a research-driven organization with a goal to increase critical attention to contemporary women's writing and further the transparency around gender equality issues in contemporary literary culture.

Each year, women from across the country dedicate thousands of combined hours to manually tally the gender disparity in major literary publications and book reviews.

From the New York Times to the London Review of Books, data shows women are disproportionately underrepresented when it comes to contemporary book sales.

As upsetting as it is, this definitely does not deter me from my dream of writing books.

I want to write a book that might inspire young children to better themselves because books, in a strange way, saved my life.

I have a blank canvas that needs to be filled. By blank canvas, I mean my life.

I partly filled it with magic and teenage drama instead of gangs.

Neil Gaiman, another one of my favorite authors, once said, "People think dreams aren't real just because they aren't made of matter, of particles. Dreams are real. But they are made of viewpoints, of images, of memories and puns and lost hopes."

His quote summarizes what it means to be a writer.

Writers have ideas roaming in their heads all the time.

I remember being 7 and thinking it was weird I wanted to write about these characters I imagined.

I thought it was weird at first, but the older I got, the more I realized I was born to be a writer.

Writing is in my blood and has always come naturally to me.

Writing books has always been a dream of mine and I will make it a reality.

Jerica Lowman is the Spartan Daily Opinion Editor.

Popular Geek Words

ANON: This one means, of course, anonymous

AU: Alternate Universe

FANDOM: the entire community of fans devoted to a particular person or work

FANFICTION: fanfiction is writing that uses characters or situations from a piece of work the artist admires

CANON: The media of which you are a fan, essentially. The "canon" is what is shown in the media and accepted as the truth of the events

COSPLAY: short for 'costume play,' is somebody who dresses up as a character from their fandom

MEME: a blogging phenomenon often found associated with fandom

NSFW: Not Safe For Work; a warning label to not look at anything with this tags at work (usually porn)

OTP: 'One True Pairing,' which what a person considers to be the only possible relationship possible for a given set of characters

TROLL: a noun or a verb. A 'troll' is a person who joins a community in order to start a fight

Jerica's Must Reads

Stephen Chbosky - "The Perks of Being a Wallflower"

Roald Dahl - "Matilda"

Eve Ensler - "I am an Emotional Creature"

F. Scott Fitzgerald - "The Great Gatsby"

Neil Gaiman - "Coraline"

bell hooks - "Feminism is for Everybody"

Lois Lowry - "The Giver"

Cormac McCarthy - "The Road"

J.K. Rowling - Harry Potter Series

Louis Sachar - "Holes"

Shel Silverstein - "A Light in the Attic"



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Quidditch chaser Jordan is big inspiration in a small package

BY WESLEY MOOTS
@SteveWes

daily
video

Dashing and darting across the field and into her teammates' hearts, sophomore Arianna Jordan leads the San Jose State Quidditch team as the top-line female chaser.

Jordan joined the team during her freshman year and went to the Quidditch World Cup last Spring.

Not only is Jordan a chaser on the competitive quidditch team, but she also co-captains the noncompetitive quidditch club known as the O.W.L.S. (Original Wizarding League Spartans).

As a chaser, Jordan operates as a major part of the team's offensive line, but really enjoys the full-contact nature of the sport.

"I love being able to tackle people and them not expecting it because they think I won't do it," Jordan said. "I'm small, but I love doing it."

Standing 5-feet-2-inches tall, Jordan isn't the typical-sized enforcer.

Jordan's only previous athletic experience



Wesley Moots | Spartan Daily
Chaser Arianna Jordan catches a quaffle during warm ups at the South Bay Spookfest.

was running cross-country in high school, but when she came to San Jose State she was amazed to discover quidditch on campus.

"I went to my first practice and tried it out," Jordan said. "Everyone was really nice to me my very first day and I just stuck with it. I'm really glad that I did."

SJSU alumnus Kyle Campbell, team coach and co-captain, describes Jordan as tenacious, fierce and not at all intimidated by larger players.

"Every game she surprises me," Campbell said. "She's earned her position on the team and keeps on proving it every game."

Campbell described how during a tournament last month Jordan had to play most of the game with no backup chaser to come off the line because of the other players being ill.

"She was getting tackled and hammered," Campbell said. "But she kept fighting through, kept scoring and it was amazing."

Junior keeper Dan Marovich said Jordan is sometimes called a "ninja" by the rest of the team for her ability to sneak behind the opponent's defense.

Marovich feels he and Jordan make a great duo on the field because his size causes him to attract a lot of attention when he gets the quaffle, but by the time he's able to pass it to her, she's made it to the back line in perfect scoring position.

"I sometimes call her the hummingbird because there's no stopping her once she's on her toes," Marovich said.

Many teammates see Jordan as an inspiration.

Fellow chaser and senior Katelin Zweifel-Korzuchin is impressed by Jordan, describing her as sweet off the field but vicious on it.

"I'm inspired to be her on the pitch because she's so small," Zweifel-Korzuchin said. "Like myself, she's unstoppable and still very sweet."

Junior beater Benjamin Curtis Bowles agreed and said he's inspired by Jordan's attitude.

Bowles, as well as other teammates, describe Jordan as always smiling.

On the field she's really intense, but as soon as the play is over, Jordan has a grin on her face.

"When the final whistle blows, she has a big smile on her face like she enjoyed ev-



Wesley Moots | Spartan Daily

San Jose State chaser Arianna Jordan faces off against a chaser from the Long Beach Funky Quaffles at the South Bay Spookfest in San Jose on Sunday, Oct. 26.

ery second," Bowles said. "She has that really bubbly quality that really makes you want to smile."

Like Campbell, Bowles repeatedly pointed out how her size doesn't stop her from competing.

"She can stand up to the biggest guys in the league," Bowles said. "She can take the ball away from them, score off of them, take hits from them, be able to give and get the whole time."

As a meteorology major, Jordan spends most of her time focusing on her studies while striving to be the best quidditch player.

Originally from Houston, Jordan was living near the Gulf of Mexico when Hurricane Katrina hit the coast.

Although the hurricane didn't reach Houston, Jordan was still impacted by the realization that an evacuation should have

taken her family 40 minutes but instead took three days.

"It was a really big deal, just seeing how crazy that weather event can make everything," Jordan said. "It made me want to get more into it and hopefully help forecast better."

After graduating, Jordan wants to go to graduate school on the East Coast, where there is more "interesting" weather.

She has an interest in the entire field, but would like to work with a nonprofit.

Although Jordan loves the game for its community and competition, she is also a big fan of the Harry Potter book series.

Jordan's favorite Harry Potter story is the fourth book: The Goblet of Fire.

The San Jose State Quidditch team's practice is open to all students every Friday from 3 p.m. to 5 p.m. on the A.S. Lawn.

Wesley Moots is a Spartan Daily staff writer.

Small gadgets, gizmos starting to develop and emerge athletic careers

BY BEVERLY UKPABI
@CheerBev09

daily
video

Zepp technology unifies the path of two roads where jock meets nerd in a useful and effective companionship.

Zepp labs has been in business for two years and has assisted athletes from baseball, softball, tennis and golf with accuracy and statistical data.

The company offers a variety of packages consisting of a sensor chip, which is placed in sports equipment and can be linked to its free mobile application available to consumers.

The first product the company launched was called Golsense, which is also used by a free mobile application and was only available for golf clubs with a large sensor chip.

John Hauer, marketing manager for the Zepp labs corporate office, said launching the Zepp series of the software was an upgrade from Golsense in November 2013.

"What sets us apart is our 3-D technology," Hauer said. "With our algorithm, we're actually able to show you using a 3-D rendering on an avatar, your exact baseball swing, your golf swing, or your tennis serve and you can actually spin around that image from any angle and analyze every little thing you're doing and replay that."

The sensor chip consists of two accelerometers — a gyroscope and a processor.

Zepp technology is currently sold at retailers such as Apple, Best Buy, Verizon, Sprint, Tennis Warehouse and Golf Galaxy.

Hauer added that the

software is growing in popularity because they're now working with professionals to analyze data that improves skill and game.

The professional athletes involved with Zepp include Hunter Pence, Jennie Finch, and David Ortiz, as well as 10 other major league baseball players from the Major League Baseball Player's Association (MLBPA).

"When Hunter Pence first saw the data, his eyes just lit up because it's just not something these players have ever used or had access to," Hauer said.

According to Hauer, the sensor and free mobile application is just as valuable to a 10-year-old youth baseball player.

"They're looking at the same things and then can set similar goals for what they want to achieve and our product helps you do that," Hauer said. "There really is no ceiling on improvement, you can always get better, and there is no perfection."

Ashton Udall, Zepp's director of project management, said its primary goals are to focus more on the voice of the customer and to seek relevant teams who help with development, launch and support of the product.

According to Udall and Hauer, they are in the works of expanding after the positive feedback received from their Oct. 21 launch.

"We've gotten inquiries since the day we started from all over the world, for all kinds of sports including curling,

karate, shooting, archery and pool," Udall said.

Currently, Zepp partners with youth organizations such as Perfect Game, Ripken and On Deck.

"In our app, we have all the data and the numbers that our sensor provides you," Hauer said. "We also have a section for our training center where you have professional coaches, athletes, and experts giving you tips and drills for analysis. This little green sensor is just the start — the small tool that allows us to do big things."

There are currently three packages available on the Zepp labs' website including one for baseball or softball, golf and tennis. Prices for each package are \$149.99.

Additional mounts and chargers are also available starting at \$9.99.

"The cool thing about sports is the people that do them are passionate about them," Udall said. "When you see something that measures motion that could potentially help them to enjoy their sport or get better at the sport, they get super excited about it."

The motion speed swing span and angle are some of the features found on Zepp's mobile app, including the option to videotape.

"Basically our focus is your everyday enthusiast, the up-and-coming youth baseball player or the young golfer or tennis player," Hauer said. "That's who we want to ultimately help to learn from the pros and extract what we do with them and provide that information and content for everybody as a resource."

Beverly Ukpabi is a Spartan Daily staff writer.



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Strategy, numbers in fantasy sports enters new domain

BY SAMUEL BRANNAN
@Sam_Brannan

Sports such as football and baseball are heavily based on statistics, but the thrill of the game and athleticism is what draws people to enjoy these sports.

For the last decade, fantasy sports have dramatically revamped the sports industry in the way fans follow sports and how it's covered in the media.

An entirely new breed of sport fans have emerged that does not fit the traditional "jock" stereotype.

Fantasy is a game of numbers and making roster moves to maximize scoring.

It provides a different dynamic for sports fans to follow favorite players, compete with each other, even gamble — and for some, it's highly addictive.

Almost every mainstream professional sport is available to play in a fantasy version.

Websites such as ESPN, Yahoo and CBS have millions of users play anything from fantasy golf to auto racing.

Players can access their teams through mobile apps to change lineups, add and drop players from their roster and talk "smack" to opponents.

Sports fans are no longer limited to following teams, but now cheer for single athletes on a variety of teams who are drafted to fantasy players' teams.

Jack Duffy, a senior at Bellarmine College Prep and writer for "Prep2Prep Sports" in San Jose, enjoys fantasy sports because it allows him to be updated in sports and he can still triumph when his favorite real team wins or loses.

"Fantasy sports enhance a fan's experience, it adds another aspect to watching sports," Duffy said. "It's another thing to keep track of and it keeps you busy even when watching a game you wouldn't otherwise care about because of your fantasy team."

According to the Fantasy Sports Trade Association (FSTA), only 500,000 people played fantasy sports in 1998, and today there are 41.5 million players in the United States and Canada.

Today, sports networks dedicate programming and web pages entirely toward fantasy sports.

Fantasy experts offer their advice on who to sit and who to start to score the most possible points.

The NFL Network even broadcasts a special program called "RedZone" that shows every scoring play from each team to show fantasy players in real time.

Jack Policar, a senior business administration major, considers himself a fantasy guru.

"I can't go a day without checking my lineup," Policar said. "I play for money usually and that raises the stakes for everyone in my league."

There's always been sports gambling, but now it is meshed into the realm of fantasy sports.



Brandon Chew | Spartan Daily

Today, there are over 40 million fantasy team owners in Canada and the United States. Many are found accessing their teams on mobile devices.

Some fantasy leagues require small buy-ins that are cashed in at the end of the season, but there are websites such as FanDuel, which offer one-day games where players can bet up to \$1,000 and if they win, money is deposited directly into their bank account.

"I take my fantasy teams really seriously and care about them probably more than my actual teams, regardless of whether or not there is money involved," Duffy said. "If money is involved, it's very similar to gambling — it is gambling — so the addiction certainly fits in that category."

Alex Scott, a sports broadcaster at 90.5 KSJS and Black Dog Enterprises, manages two fantasy football teams and one basketball team.

"The appeal of fantasy is living the dream of being in-

involved in sports," Scott said. "Being in the industry, it keeps me up to date with statistics and even the live updates are helpful while in talk shows."

Scott played sports in high school, but discovered his passion for broadcast journalism in college.

Fantasy sports have been a way for him to compete with his friends.

"Guys have always argued or bragged about understanding sports the best," Scott said. "It ultimately comes down to competing against your friends and being the smartest fan."

Fantasy sports are redefining what it means to be a sports fan and will continue to reshape professional sports. Samuel Brannan is a Spartan Daily staff writer.

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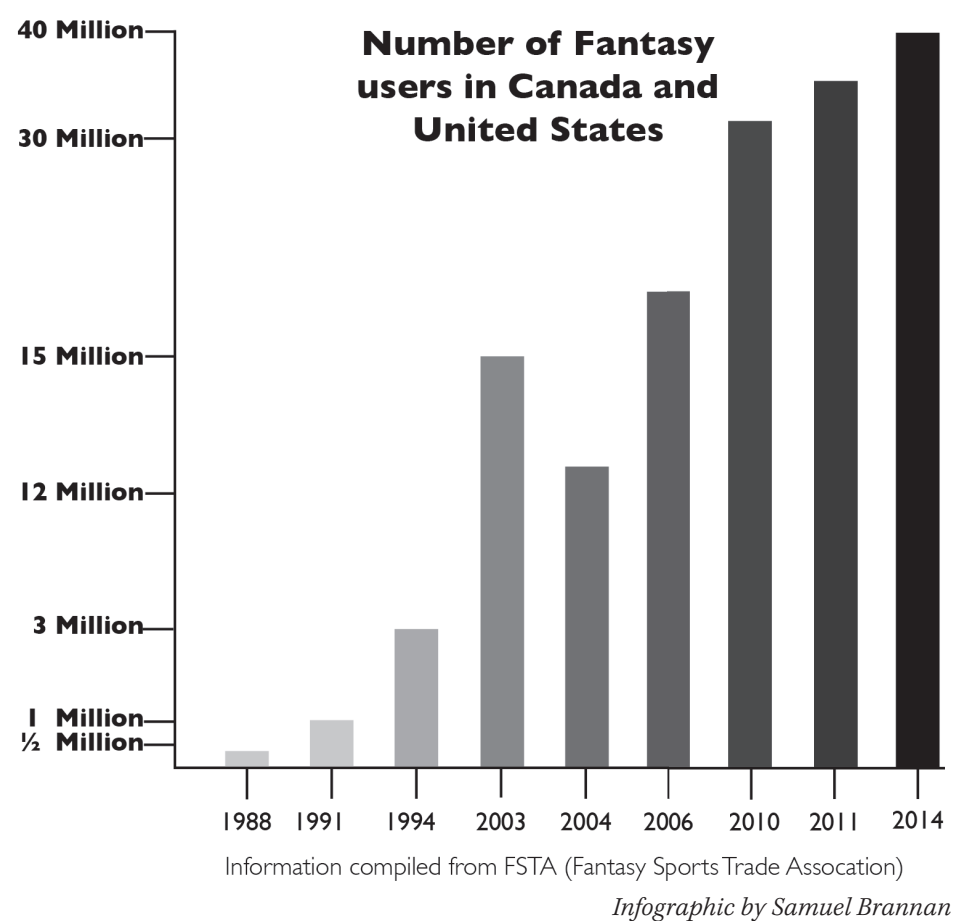
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Hoverboard arrives in time for McFly's visit

By Sam Brannan
@SamBrannan

When Marty McFly and Doc Brown went "Back to the Future" 25 years ago and into the year 2015, hoverboards were only something we could imagine.

Until rumors and reports of a real hoverboard went viral on the internet last month, there were questions of the validity of the news. Fans of "Back to the Future" can rest assured the rumors are true and the hoverboard is very real.

The Hendo Hoverboard Kickstarter, which swept across the internet in late October, raised its goal of \$250,000 dollars in less than two days. Creators Greg Henderson and Jill Avery Henderson created a company called Arx Pax located in Los Gatos, Calif. to turn their idea into a reality.

Greg's wife Jill said he was running some tests one evening on his soon-to-be patented technology on the kitchen table in his living room in Saratoga, Calif. "When he first got it to hover, his eyes opened up like saucers, and said, 'We can build a hoverboard!'" Jill said.

The current Hendo Hoverboard floats at 98 pounds, about 3 feet long and 2 feet wide, and hovers about an inch off the ground while holding a person's weight. The engines are loud and the battery can levitate the board for about seven minutes before giving out.

Kyle O'Neil, an engineer at Arx Pax



Arx Pax | Contributed Photo

A person takes a trial run, floating about an inch over the ground, on the Hendo Hoverboard created by Los Gatos-based Arx Pax.

helped with the design and assembly of the hoverboard prototypes. "The current prototype hoverboard that we have uses four engines," O'Neil said. "The newer model with only two engines is nearly there, and it will be smaller and quieter."

There's more room to grow with the technology inside the hoverboard. It was intended for much greater things, like preventing natural disaster in events such as earthquakes. "The technology can be used for anything," Greg said.

Greg graduated from West Point with a B.S. in engineering, and earned a Master of Architecture from Berkeley. He also served in the military as an airborne ranger in the

101st Airborne and 7th Infantry.

"The past 20 years I've been thinking of better ways to build in areas subject to earthquakes, floods, rising sea levels — some of mother nature's greatest threats," Greg said.

Greg's vision of using this technology is to levitate buildings a split second before an earthquake hits, and to allow the building to be out of harm's way while the ground shakes — and it doesn't stop there.

"That's where we were two years ago when we asked the question, if we can levitate a 50,000 kilogram train, why not a house?" Greg said.

The patented technology in the hoverboard is known as Magnetic Field Architecture (MFA). One of the key elements in the patent is something Greg calls the "buffer medium." The buffer medium can be a liquid, gas or an electromagnetic field.

"The technology follows Lenz's law, which explains how eddy currents are formed when magnets are close to a conductive material. The eddy current is what our technology focuses on," Greg said.

The hoverboard is just a small-scale example of the same technology that would

lift buildings, and anything else that might need to be protected.

"We have friends that live in Napa, and the damage that was done from the recent earthquake was devastating for wine cellars," Jill said. "We could use the same technology to lift those wine racks out of harms way."

Although the technology is patented, anyone can purchase the Hendo "White Box" developer kit that utilizes the same technology inside the hoverboard and take it apart to figure it out.

"Not only do we allow people to take it apart and understand our technology, but we encourage it," Greg said. "My belief is that anyone else can have another breakthrough just like we did."

The White Box kit can be found on the Kickstarter page, along with more information on the hoverboard and the founders.

Although the technology is not where it is in the movies, by the time McFly makes his way to the future, he will find his hoverboard.

Check out SpartanDaily.com for video. Samuel Brannan is a *Spartan Daily* staff writer.

Indie game culture is changing videogame industry's landscape

By Vincent Vicini
@thebigvinnie

Activision. Electronic Arts. Capcom. Naughty Dog. Rockstar.

These are some of the most recognizable names in the video game industry, developing and publishing some of the biggest games such as *Call of Duty*, the *Madden NFL* series, *Street Fighter*, the *Uncharted* series and *Grand Theft Auto*, respectively.

These are AAA (pronounced as "triple A") games known for big budgets, high sales expectations and long development cycles.

However, in recent years there has been a shift in the video game landscape: the introduction and surge of indie development.

This was the theme at the monthly San Francisco Game Development Meetup in October, where up-and-coming game developers demoed their projects, mingled and networked with others who are passionate about games and one day hope to make it big in the industry.

"(Indies) are showing the AAA industry that there is room for change and there is an audience waiting for that change," said Kahled Abdel-Rahman, a product manager at Niantic Labs — an internal startup making mobile games within Google.

AAA studios spend huge amounts of money to make games, set extraordinary sales expectations and work under the tight restrictions of the publisher funding the projects. However, indie designers aren't restricted by the leash of publishers and can try things that haven't been done before because they fund their own projects.

Outlets such as Kickstarter give fans the opportunity to crowdfund a title as well.

Abdel-Rahman referenced *The Stanley Parable* — a narrative-driven first-person exploration game that possesses almost none of the mechanics of a typical video game, but was still wildly successful and critically acclaimed.

"Indies are starting to affect the AAA industry by showing them they have to experiment a bit more in the games they're making," he said.

Byron Evora, currently working for an independent audio production studio for entertainment media called Steel Panda Sound Design, previously worked for 2K Marin, another big name in the industry shuttered last year.

Steel Panda was founded by Evora and his colleague Frank Petreikis in an effort to break away from the restrictions of AAA studios and work freely on whatever they want, whenever and wherever they want.

"When you're working at a big company, what I've noticed is you have to fall in line

and you're basically a cog in the machine," Evora said.

Evora said it was a time consuming challenge for designers to have their voice heard, with ideas taking up to two weeks to travel up the ladder through team leaders, to the director, all the way up to the game producer and then back down.

"When you work with a small team, you get to make meaningful decisions — people hear your voice," Evora said. "You can branch off to try something different and it won't break (the development cycle) — there is no drama."

Abdel-Rahman, who graduated from University of Southern California with a degree in computer science game development, had an indie experience of his own making a game called Bloom for PC and iOS.

While he cherishes the indie development cycle for its freedom to experiment and limitless potential for creativity, it was not without challenges.

He stressed the importance of working with a team that is creatively compatible.

"If someone opposes an idea, they're not going to work on it with passion and that pretty much disrupts the whole pipeline," Abdel-Rahman said.

There is also a struggle to be noticed in the crowded, competitive marketplace as well as in the press.

"When you're up-and-coming, and people don't know about you, pretty much no one responds to your emails," he said. "I've even spoken to some game press, showed them the game when I've had the chance, they loved it, said it was absolutely amazing, but then you email them and since the email is from someone they don't know, it's ignored."

Jeff Himmelman, art director at Weeby.co, a team of 20 working to make high-quality social games, also voiced his concerns about the indie realm. He called it a double-edged sword because the barrier of entry is so low allowing anyone to make anything and saturate the market.

"You have hundreds or thousands of games just being thrown out there, just being thrown against a wall to see what sticks," Himmelman said. "Once something does stick, everyone gravitates toward that and tries every little iteration of it."

Any team of two or even a solo developer can rush in and race to iterate on the game by taking a fun concept and building on it.

"Unfortunately, it's not the first one who gets there who wins — it's who does it the best," Himmelman said. "Or the ones who have the most money and resources."

Vincent Vicini is a *Spartan Daily* staff writer.

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Tenaya Hurst brings fresh face to maker's world

By **Kristen Wirtz**
@kristenwirtz2

Soldering irons, LEDs and Lily-Pad kits in hand, Tenaya Hurst – a self-proclaimed maker in San Jose – set up for her next class on soldering and sewing.

Hurst is the CEO of RogueMaking, Educational Accounts Manager for Arduino Linino and teaches classes about soldering and sewing in the Bay Area.

These classes are where students melt solder with metal instruments and cool them, forming a bond between the two materials.

During the sewing classes, students use a conductor thread to sew their LEDs into any material and enable the LEDs to light up.

"I became a maker in March of 2013," Hurst said. "I got into (making) after taking a class through the Make SF meetup group."

Hurst went to school originally to become an actress, archeologist and geologist, but became interested in the making world after she heard about Arduino when she taught geology at the Tech Museum.

"A maker can make anything," Hurst said. "It's not always wearable tech."

Her mom taught her how to sew when she was younger and her grandfather taught her a little bit about electrical engineering before his death.

It wasn't until two months after her grandfather's death that she really got into the Maker's world.



Kristen Wirtz | *Spartan Daily*

Left: Tenaya Hurst enjoys her daily life as a maker, producing multiple bliplaces for the various clothing designs she's designed in her studio.

Below: Maker Tenaya Hurst solders together hundreds of bliplaces a day in her studio.



Although she enjoys all types of making, her favorite design to create is wearable tech using wires.

"It's a whole new thing about failure," Hurst said about her new experiences.

She has created necklaces, earrings and bracelets with the bliplace.

The bliplace is a sound reactive device that lights up with musical vibrations through LEDs.

Her work has been seen in fashion shows, such as Bay Area Fashion Week where she made ties, dresses, hair bows and custom jewelry for models to showcase.

With less than a year's worth of experience, Hurst became well-known for her creations.

She teaches classes in Oakland, San Jose and San Francisco where

she assists people in discovering the making world and helps forge new makers.

"(The new Makers) creativity and response is so inspiring," Hurst said.

She brings kits to each class so attendees can pick different LED light kits and sew them into clothing or other types of material with conductive thread.

She also brings soldering kits so anyone can solder a LilyPad – a micro controller board sewn into fabric using conductor thread – together and watch it light up through vocal vibrations.

Hurst said it's really easy to teach how to build LilyPads because everyone works as a team toward a common goal: making the circuits light up.

With patience and persistence, Hurst helps students figure out how a Maker's world works during the sewing, soldering and programming classes.

She is always learning new things with students and said it's rewarding for her.

"When I see kids struggle and succeed in a five-day class, it's like 'Wow, what a better person they are going to end up being,'" Hurst said.

In a male-dominated career, Hurst sometimes struggles because she never went to school for programming or electrical engineering, but at the same time it has become an advantage for her because she stands out.

With her electric personality and positive attitude, her aspiring career has continued to launch in

the Maker's world in such a short period of time.

She and friends have created products for new Makers or experienced Makers to create and learn together.

Hoping to encourage and empower other women into learning about Making, Hurst started a Lady Maker class that meets Mondays in Oakland at Tech Liminal, where anyone can bring projects they are working on or start new ones with her kits.

Kristen Wirtz is a Spartan Daily staff writer.

Local businesses have fun nerding out

By **Beverly Ukpabi**
@CheerBev09

A realm of businesses in San Jose appeals to the average consumer with a curating

twist beyond the norm, including Game Shop Downstairs, TechShop San Jose and 7 Stars Bar & Grill.

Game Shop Downstairs

Game Shop Downstairs can be found at

124 E. Santa Clara St. in San Jose. It sells a decent collection of old video games dating back to floppy disks.

The name of the shop comes from an underground building with a computer repair shop above called Fix Laptop.

According to manager Carl Powles, most of the video games are used and donated from returning customers. The video games can be rented or purchased.

Powles was in the process of finding a new video game prior to applying for a position. He began managing the place shortly after being hired.

Aside from the video games, Game Shop Downstairs also offers a small collection of old movies and accessories including consoles, controllers and AV cables.

"What sets us apart is I get to people on more of a personal level," Powles said. "I get to help them figure out what they want and help them out as best I can with however much they spend."

Game Shop Downstairs only has about one quarter of the video games competitive retailer GameStop sells, but Powles said GameStop does not have the same old-school entertainment they have.

Their prices are fairly inexpensive and items are traded in frequently. I wish it spread by word of mouth, but it's not as often as I would like," Powles said.

Game Shop Downstairs is currently working on an Instagram page and generates most of its traffic from either Yelp or Craigslist.

They attended an SJSU event earlier this year called Rockage, a 3-day festival that offered a look at a variety of retro gaming platforms.

They plan to attend again next February.

There are currently two locations in San Jose, and they hope to expand the business to 10 other locations.

TechShop San Jose

Located just two blocks from campus, TechShop is a community workshop facility where members can build anything from a business to a badge holder.

"The smartphone accessory Square was invented at TechShop," Scott Ludwig, TechShop dream consultant said. "The first iterations of it, the body of it, was made on our desktop injection molder as well."

TechShop is open 9 a.m. to midnight seven days a week to members.

"What TechShop offers is a place where you can get all the use out of machine that you want, just for a monthly fee that cost as much as a phone bill," Ludwig said. "Millions of dollars worth of equipment at that."

TechShop provides office spaces for monthly rent with computers, Internet access and personal phone lines.

They have equipment that assists with almost anything imagined.

Machines for woodwork, automotive projects, arts and crafts, welding, abrasives, measurements, plastics and cutting sheet metals.

"We get do-it-yourselfers, artists, retirees who just want work on things to past time and inventors, people whose full-time job is what they make here," Ludwig said.

Visit SpartanDaily.com to read about 7 Stars Bar & Grill, a Star Wars-themed bar. Beverly Ukpabi is a Spartan Daily staff writer.



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