

Southern Illinois University Carbondale

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SIUC's brand shifts

Outside firm brought in to consult

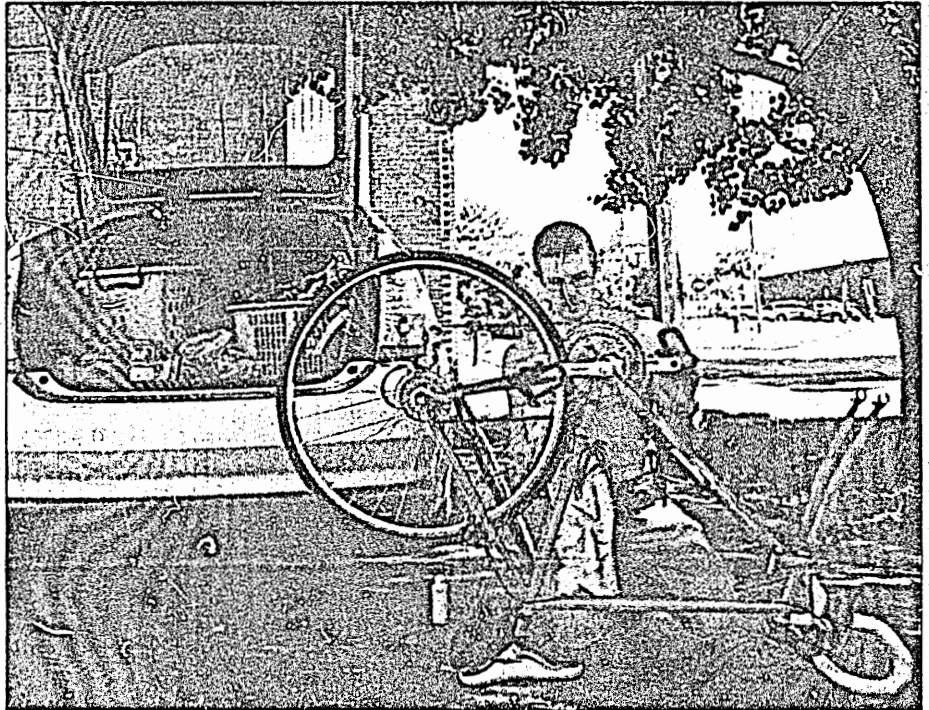
RYAN VOYLES
Daily Egyptian

Administrators are looking to shift the focus of the university's marketing strategy toward the strength of the academic programs, said Chancellor Rita Cheng.

"Right now we don't showcase enough of the academic quality and incredible education experience that we have to offer," she said.

Mike Ruiz, director of university communication, said most of the university's marketing showcases southern Illinois regions, especially the environmental beauty surrounding campus. He said the university has been looking to shift its advertising focus since Cheng became chancellor in June.

Please see BRANDING | 4



ISAAC SMITH | DAILY EGYPTIAN

CROSS COUNTRY CAR CAMPING Greg Shields, of St. Louis, greases his bike chain Monday in the parking lot behind The Stage Company in preparation for a 40-mile bike ride around the Crab Orchard Lake area.

Shields said he has lived out of his car on his trip to North Carolina, stopping to camp, rock climb and bike. "I'm down here because of the weather," Shields said. "It's fantastic rock climbing down here."

Hangar 9 to return to Strip by November

“From a second-story view, you can see a whole different version of Carbondale. Customers can watch the bands from up there.”

— Sally Carter
owner of Hangar 9

LAUREN LEONE
Daily Egyptian

Sally Carter said when Hangar 9's roof collapsed in a January 2009 ice storm, the local music scene had to shift its sights to other bars in town.

But she said those days are over. Carter, owner of Hangar 9, said she believes the people of Carbondale have been anticipating Hangar 9's return as much as she has.

"I'm not just saying this because it's my place," she said. "But for the last year and a half, I've heard how so many people, musicians and customers, missed the music we provided."

Carter said she hopes to reopen Hangar 9 "quietly" during Thanksgiving Break, as she does not want

too much attention focused on it opening its doors.

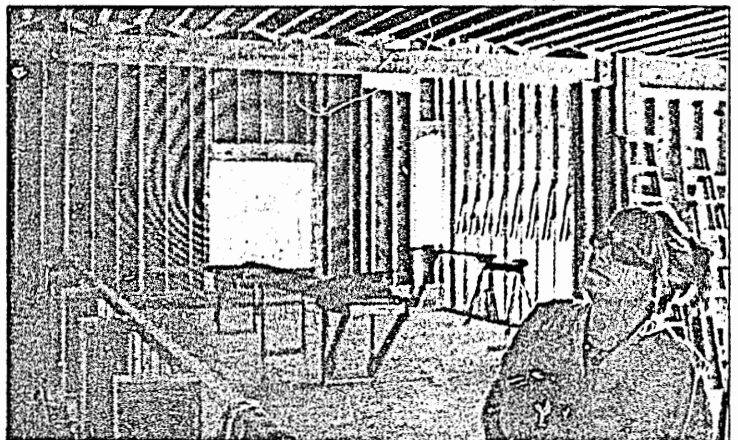
"We want a few days before it gets hectic, to have a few days and nights to get our act together," she said. "It's a new layout too. We have to figure out where everything is."

She said construction for Hangar 9, located on the Strip, began during the summer with minor delays.

Carter said the bar decided to take the incident as an opportunity to take the bar to another level with its new second-story mezzanine.

"From a second-story view, you can see a whole different version of Carbondale," she said. "Customers can watch the bands from up there."

Carter said she believes Hangar 9 succeeded as a bar dedicated to



STEVE BERCYNSKI | DAILY EGYPTIAN

Sally Carter, owner of Hangar 9, inspects the bar's reconstruction Monday. Hangar 9's roof was destroyed by ice from winter storms in 2009. Since the event, Carter had plans to rebuild the

music because of the elevated stage and professional sound equipment and quality by Robco Audio. She said since the bar closed its doors,

bar, while keeping some of the features from the old building in the design. "Hopefully we'll be like an anchor for downtown, and more people will build up around us," Carter said.

other clubs booked local bands that weren't designed to be all about music like Hangar 9.

"They've tried to pick up the slack," she said. "But those clubs

Please see HANGER | 4

The Weather Channel® 5 day weather forecast for Carbondale, Ill.

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About Us

The DAILY EGYPTIAN is published by the students of Southern Illinois University Carbondale 50 weeks per year, with an average daily circulation of 20,000. Fall and spring semester editions run Monday through Friday. Summer editions run Tuesday through Thursday. All intercession editions will run on Wednesdays. Spring break and Thanksgiving editions are distributed on Mondays of the pertaining weeks. Free copies are distributed in the Carbondale, Murphysboro and Carterville communities. The DAILY EGYPTIAN online publication can be found at www.dailyegyptian.com.

Mission Statement

The DAILY EGYPTIAN, the student-run newspaper of Southern Illinois University Carbondale, is committed to being a trusted source of news, information, commentary and public discourse, while helping readers understand the issues affecting their lives.

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Upcoming Calendar Events

Eighth Annual Vandevor

- Lecture
- 6 p.m. Thursday in the John C. Guyon Auditorium in Morris Library
- Lecture by Professor Pranab Barlan from University of California-Berkeley entitled: "Awakening Giants, Feet of Clay: Assessing the Economic Rise of China and India."
- Sponsored by the Department of Economics and the College of Liberal Arts

Personal Fitness Trainer

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Dr. Andrew Youpa

- Presentation
- 6 p.m. to 7 p.m. Oct. 12 in the Saline Room at the Student Center
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- Dr. Youpa of the Department of Philosophy will be discussing his research
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Councilman Lance Jack resigns, liquor licences approved

CHRISTINA SPAKOUSKY
Daily Egyptian

After more than a year of trying to obtain a liquor license for his business, City Councilman Lance Jack resigned at the conclusion of Tuesday's City Council meeting.

"This is one of the toughest decisions I've had to make in a long time, but I have a business to run, and that business needs to be profitable and I need to keep the doors open," Jack said.

After Jack took his seat in the audience and a short debate on whether to postpone the Liquor Control Commission meeting, the meeting began. Several liquor licenses were approved, one of which was for Jack's business, Fat Patties.

"This application has brought forward the fact that our city ordinances and state law have some incompatibilities, and I think we need to take a hard look at our liquor code," commissioner Mary Pohlmann said before adding her approval to Jack's license.

Jack said he fought for his seat on the council just as he fought for the liquor license for Fat Patties. He said he needed to represent the community, but now he has to fulfill his dream of revitalizing the Strip and Fat Patties.

"I'm sad," Jack said. "Had there been different interpretations in the past, I wouldn't have had to do this."

The commission also granted DiMaggio's Pizza a Class A beer and wine license for its new location, the former site of Godfather's Pizza as well as a Class D liquor license to the Hundley House bed and breakfast.

The Hundley House is the first Carbondale bed and breakfast to hold a Class D license.

"We have bed and breakfasts all

"This application has brought forward the fact that our city ordinances and state law have some incompatibilities, and I think we need to take a hard look at our liquor code."

— Mary Pohlmann
commissioner

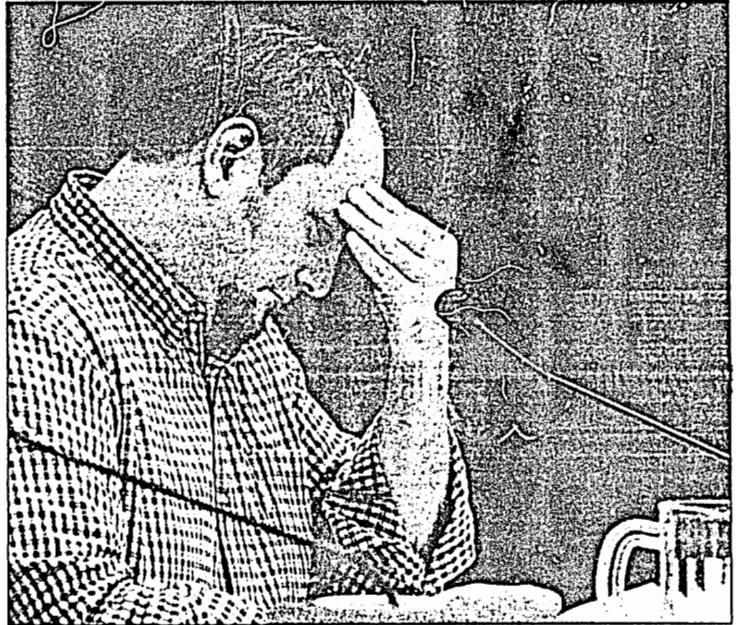
along the wine trails and this allows us to better compete with them. Whether the others take advantage or not, it's up to them," said Jaci McDole, director of development at the Hundley House.

Before Jack stepped down from his council seat, he was one of four council members to vote for an amendment to the housing inspection program, allowing homeowners' family members exemption from the annual registration and inspection process. The previous ordinance required properties housed by anyone other than the owner to be registered and inspected yearly for a fee of \$35. The amendment passed with a 4 to 2 vote.

Kevin Baity, assistant city manager for economic development, said homeowners' children, elderly parents and in-laws were being treated like renters even when they weren't paying rent, so an exception had to be made.

Baity said he expects only 25 to 30 exemptions will be given and those wanting them will have to identify themselves in front of the council.

"We are not going to be finding them, they have to identify themselves to



STEVE BERCYNSKI | DAILY EGYPTIAN

Lance Jack, of Carbondale, takes a moment to himself after he announces his resignation from the City Council Tuesday at City Hall. Jack has served on the council since April 2003, and resigned because of personal reasons and time constraints.

us," he said.

But some community members think landlords will abuse the exemption.

Sandy Litecky, president of the Arbor District Neighborhood Association, said the purpose of the rental inspection is to make sure housing that is not owner occupied is safe, and sometimes non-owners won't be aware of safety concerns.

"Once you start making exceptions, you're going to have more exceptions and requests, and it just dilutes the law. We know there are landlords in town that will take that as far as they can," Litecky said.

The council also commended Willie T. Broadnax for 33 years of working for the city and recognized several Carbondale high school students who were part of the city's

Futures Program. Mayor Brad Cole presented certificates and posed for pictures with the awardees.

"There were a lot more good times than were bad," Broadnax said. "I may be out of sight but hopefully not out of mind."

Christina Spakowsky can be reached at csnj@dailyegyptian.com or 536-3311 ext. 258.

EIGHTH ANNUAL VANDEVEER CHAIR LECTURE PRESENTS

Professor Pranab Bardhan



Pranab Bardhan who obtained his Ph.D. from the University of Cambridge, has been a Professor of Economics at the University of California, Berkeley since 1977. He has done theoretical and field studies research on rural institutions in poor countries, on political economy of development policies, and on international trade. A part of his work is in the interdisciplinary area of economics, political science, and social anthropology. He was Chief Editor of the *Journal of Development Economics* from 1985-2003. He will be the 8th Centennial Professor at London School of Economics for 2010 and 2011. In 2000, he gave ILO's Nobel Peace Prize Lecture in Cape Town, entitled "Social Justice in the Global Economy."

Presenting:

**Awakening Giants, Feet of Clay:
Assessing the Economic Rise
of China and India**



Book signing prior to lecture

Published by Princeton University Press, 2010 \$24.95

Summary

The recent economic rise of China and India has attracted a great deal of attention. Yet, many of the views regarding China and India's market reforms and high growth have been tendentious or oversimplified. The lecture will scrutinize the myths that have accumulated around their economic achievements. It will provide a nuanced picture of China and India's complex political economy at a time of startling global reconfiguration and change.

October 7, 2010
6:00 PM

John C. Guyon Auditorium
Morris Library



Event to be chaired by:
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Dean, College of Liberal Arts

Sponsored by Department of Economics
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HANGER
CONTINUED FROM 1

Kevin Baity, assistant city manager for economic development, said many musicians lost a popular venue when Hanger 9's doors closed.

"There had been a lot of local and traveling bands that performed there," he said. "It'll be nice to have them back and be able to offer that opportunity again."

He said bands who made it big back in the 70s and '80s played at the bar before becoming nationally known.

Carter said the bar's schedule leaves Thursday through Saturday for live local, regional and some nationally known bands. Monday will be Open Mic, and Wednesday will usually be reserved for traveling bands looking for a gig, she said.

Throughout the years, bands such as the Woodbox Gang, Reverend Peyton's Big Damn Band, Wayne "The Train" Hancock and Non Stop Reggae have played at Hanger 9. She said Stevie Ray Vaughan played at the bar early on in his career while he was in the band The Cobras.

"We've had everything from punk to country, and everything in between," she said.

Elizabeth Yewell, bar manager, has worked at Hanger 9 since 2001. She said she is anxious to see the bar reopen and see the community come together.

"(When it closed) everybody said Hanger is my second home. Where do we go from here?" she said. "The family is being put back together."

Yewell said residents shouldn't be concerned about a change in the bar's

66 *The Strip is the heart of downtown. I really would like to see it revived, and really think reopening Hanger 9 is the stepping stone in the right direction.*

— Elizabeth Yewell
bar manager of Hanger 9 atmosphere or music.

"It's going to look fancier, but everything good about the place isn't going to change," she said.

Yewell said although the bar has been closed for nearly two years, it is still a part of her everyday conversation with the community.

"The Strip is the heart of downtown," she said. "I really would like to see it revived, and really think reopening Hanger 9 is the stepping stone in the right direction."

Carter said she hopes to have the bar's first show Dec. 2 and to continue to book bands through the end of the year. She said she doesn't know who will play the first show.

Carter began working at Hanger 9 as a manager when it opened in 1978 and has owned the bar since 1980. She said she had contemplated retiring, but changed her mind.

"I'm too young to retire," she said. "I look at it this way: When I do retire, I'll have something new to really be proud of and something that will pay for my retirement."

Lauren Leone can be reached at lleone@dailyegyptian.com or 536-3311 ext. 255.

BRANDING
CONTINUED FROM 1

"We've always had a good image in regard to the environment in and around southern Illinois and its scenic beauty," Ruiz said. "But now the chancellor wants us to focus more on the academic excellence. Those things have gotten to the audience, but now we have to make sure they understand that SIUC has strong academic programs and a lot of research opportunities, for graduate and undergraduate students."

The marketing of the region was not working, and Ruiz said something had to be done to change the SIUC brand.

"Clearly, at some level, the messages or the way they were delivering were not working, and by that I mean it wasn't increasing enrollment," Ruiz said. "So it may have sent a message, but it wasn't doing what we wanted it to do, which was for them to apply and to accept our offer of admissions."

Cheng said academic reputation and the 219 programs available to students are the messages that need to be marketed to students.

"Our primary audience for our branding is the prospective students and their families," she said. "Academics and programs are the key things that go into the decision of college, and we want to make sure our marketing is connected."

The university has already reached out to marketing firm Lipman Hearne to help decide what steps need to be taken in the new marketing strategy, Cheng said. She said representatives came down in August to consult with administrators.

Cheng said there were two main reasons she chose to hire the marketing firm — her own personal experience

with it while she worked at University of Wisconsin-Milwaukee, and because Lipman Hearne's chairman, Tom Abrahamson, is an alumnus of SIUC.

"Tom has a keen interest in the success of this university," she said.

Lipman Hearne has worked with more than 100 universities across the country with marketing, according to its website. The universities range from Harvard, Yale and Vanderbilt University to Northwest Iowa Community College.

Calls seeking comment from Lipman Hearne were deferred to Ruiz. A voicemail and e-mail sent to Abrahamson were not returned as of press time.

The cost to bring Lipman Hearne to consult was \$19,500, said Jake Baggott, assistant to the chancellor. He said it was paid by the Chancellor's office.

Cheng said the fee was minimal compared to how much money could be brought in if the new marketing of the university is successful.

"This has a huge potential return on investment," she said. "One student who enrolls on this campus pays \$20,000 a year, so this was a very small investment and, for me, a very low risk, because we would only need one additional student to pay for it."

John Nicklow, associate provost for enrollment management, said the marketing of the university would be a major factor in recruiting new students. He said it is important for the university to create one focused pitch to give to prospective students.

"We don't want to go and tell them 50 different things that we are," Nicklow said. "We need a relatively unified message about who we are and what we're about. In that, we can begin discussion with the student about coming to the university. We want to get to the point

where we can get 10 people into a room and all of them think of the same five to 10 words to describe this university."

While he said the image the university projects now is fine, academics needs to be more important.

"I think that message right now is that we're accessible, we're friendly, we're a research institution, we like to have fun," Nicklow said. "I want us to get out the message that we're a strong academic institution, and we provide an extremely strong education when compared to other universities out there. I want students to understand the power that an education from Southern Illinois has in the real world."

Ruiz said potential designs for marketing purposes are being created, and would be reviewed by the chancellor next week. The designs will not be publicly released until the chancellor gives her input, he said.

Ruiz said many of the changes in marketing are aimed specifically for the enrollment management office, but he said the entire university would be using the same templates and logos in the future.

"I'll probably see it in enrollment first, but then everything will start to look the same as in color, font and images," Ruiz said. "We want to repeat those things in all the things we do to the university."

He hopes changes would become noticeable by the end of fall.

"We're aware of the fact that change needs to happen quickly," Ruiz said. "So we're going to work as quickly as we can."

Ryan Voyles can be reached at rvoyles@dailyegyptian.com or 536-3311 ext. 254.

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GUEST COLUMN

Crisis of learning is crisis of democracy

James Anderson
graduate student in mass communication and media arts

Education and learning are in dire straits, and there appear to be two main schools of thought on how to deal with the problem.

We could let the attack on public education continue unabated, cut funding, impose furloughs, vilify teachers' unions, push to privatize schools and put our faith in the miracle of the market to make it all better.

But I've never been one to believe in miracles, so I question the efficacy of that approach. I don't want to oversimplify an inherently complex issue, but I believe many of those proposed solutions — and by solutions I mean palliatives, and by palliatives I mean troubling currents with potentially disastrous consequences — are indicative of a larger, insidious trend. Support for this mode of "reform" now pervades the dominant discourse, and not

surprisingly has been routinely championed by the establishment media. It is augmented by anti-intellectual fervor and a doctrine of double-think that makes the undemocratic seem popular, the constrictive come off as liberating and the exploitative ostensibly desirable.

Changes like that are not conducive to democracy. Nay, they're not even conducive to a livable world. Most are traceable to failed neoliberal policies that prioritize private tyrannies — gargantuan corporations — over public interests. In terms of education, they translate to vocationalism of the school system that instantiates the flawed status quo. In this manner, students are taught not to critically analyze and question current conditions, but instead trained to become more efficient cogs, and good consumers, in an increasingly corporatized social structure.

Proponents fail or refuse to realize any possible positive outcomes of education of that sort

will most likely be minor, short-lived and in the end, offset by the inevitable dwindling of democratic society. Really, that brand of educational assimilation is an affront on human dignities. Intentional or not, it circumscribes young people's innate capacities to critique existing hierarchies of domination to envision a planet without systemic inequalities, deplorable working conditions for large populations, rampant human rights abuses, insuperable barriers to upward mobility or largely avoidable atrocities, which are often carried out to maintain the aforesaid hierarchies, thereby perpetuating all of the previously enumerated injustices.

The other option, perhaps less appealing to concentrated private industry — and not-so-coincidentally, less favored by the concentrated private media — involves investing in truly transformative education. Ensuring the educational system is accountable to the public, not private businesses, is paramount, as is providing

enough money for it to function the way we would all like it to.

On the macro-level, that requires re-evaluating and probably undoing the neoliberal policies that created the current crisis. On the micro-level, it means intelligently assessing proposed reforms and then challenging those that duplicitously promise freedoms and opportunity but in reality undermine democracy by further institutionalizing suppression of independent, innovative thought.

It also means acting in solidarity to defend public education. One convenient way to do that would be to participate in the National Day of Action to Defend Public Education on Oct. 7. It is the perfect time to come out to collectively oppose budget cuts and ill-conceived measures that stand to seriously impact public education at all levels in negative and profound ways.

Continued advocacy for intellectualism, learning and education are paramount when it comes to promoting democratization. Prin-

ciple opposition is equally important to stand against the atomization, power-subordination and unchecked corporatization that represent a dangerous, iniquitous path for us to keep going down.

Throughout history, individuals have time and again realized that problems plaguing society tend to be inter-related and at first look, too big to overcome. Typically, those individuals have also recognized that only by uniting with individuals facing the same problems to form a big, dissident force could the problems be redressed and progress be made. That kind of collective effort is imperative now because in some ways this is a struggle to nurture the very seeds that enable people to identify those underlying issues and then make progress toward something better. So while I don't believe in miracles, I do tend to believe in the power of empathic individuals to act in concert in times of crisis. I see this as a crisis, and I can only hope this is one of those times.

LETTERS TO THE EDITOR

American Cancer Society sponsors birthdays

DEAR EDITOR:

Most women are so busy taking care of everyone else — their children, their spouses, elderly parents — they rarely have time to do what they need to stay healthy; including scheduling their yearly mammogram.

But during National Breast Cancer Awareness Month this October, the American Cancer Society, the official sponsor of birthdays, wants all women to take steps to reduce their breast cancer risk by scheduling their yearly mammogram. By taking this action, women can choose to put their health first, fight breast cancer and ultimately help to create a world with less breast cancer and more birthdays.

Studies have shown early detection of breast cancer through mammography greatly improves treatment options, the chances for successful treatment and survival. In fact, getting yearly mammograms is the most important action women can take to find breast cancer early, before physical

symptoms develop, when the disease is most treatable.

For women of average risk, the American Cancer Society recommends yearly mammograms and clinical breast exams for women 40 and older and clinical breast exams every three years for women in their 20s and 30s. Women with a high risk for breast cancer should talk to their doctor about when screening should begin and what other testing, such as magnetic resonance imaging, they might wish to consider.

Here are some tips to help your readers create a world with less breast cancer and more birthdays:

Choose to put your health first and stay well. If you're 40 or older, schedule your yearly mammogram with a friend or two. Then treat yourselves to something fun afterward — you deserve that and much more for choosing to make your health a priority.

Speak out for those who can't

afford to get their mammograms. Low-income women are less likely to have had a mammogram. The National Breast and Cervical Cancer Early Detection Program is a federal and state-funded program that provides free or low-cost mammograms and pap tests for low-income, uninsured or underinsured women. However, less than one in five eligible women between the ages of 50 and 64 nationally are served by the program because of a lack of funding. Visit <http://www.acscan.org/breastcancer> to find out how you can help urge Congress increase resources for this lifesaving program.

Contact the American Cancer Society for resources that can help you get well. The American Cancer Society helps newly diagnosed patients and their loved ones by providing free information around the clock at 1-800-227-2345 or visiting <http://www.cancer.org>. Additional resources include books such as "Breast Cancer

Clear & Simple," which provides easy to understand information on the challenges breast cancer patients face. In many communities, dedicated society volunteers will drive breast cancer patients to treatment, and breast cancer survivors will support newly diagnosed patients through their breast cancer journey.

Walk with us. Participate in your local Making Strides Against Breast Cancer walk. This inspiring event unites the entire community to honor and celebrate breast cancer survivors, educate women about reducing their cancer risk, raise money to help people stay well, get well, find cures, and fight back against breast cancer. Visit <http://www.makingstridesillinois.org> to help the Society continue making strides and saving lives.

Cheryl Endres
American Cancer Society
Communications Council chair
southern Illinois region

Congrats new officers

DEAR EDITOR:

It gives me great pleasure to congratulate Candace Cooper, a senior studying health care management and political science; Savanna Ramsey, a senior studying speech communication; and Kwalee Kemp, a junior studying workforce education and development, on becoming the new officers of the Black Affairs Council.

As the past coordinator, I am very excited for what these young women will bring to the council. The newly elected officers' sole purpose is to always be engaged with the students so students utilize the resources of the Black Affairs Council.

Again, congratulations to the new officers and good luck.

Best wishes.

LaCharles T. Ward
senior studying speech communication

Submissions

Letters and guest columns must be submitted with author's contact information, preferably via e-mail. Phone numbers are required to verify authorship, but will not be published. Letters are limited to 300 words and columns to 500 words. Students must include year and major. Faculty must include rank and department. Others include hometown. Submissions should be sent to voices@dailyygyptian.com.

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NEVADA

Nevada Tea Party chairman resigns over secret recording of Sharron Angle trashing GOP

LAS VEGAS — The chairman of the Tea Party of Nevada resigned Tuesday after a recording was made public capturing Republican Sharron Angle badmouthing GOP leaders during a meeting with the shadowy group's U.S. Senate candidate.

The exit of chairman Syd James is another blow to the candidacy of Tea Party of Nevada nominee Scott Ashjian, who has been denounced by state tea party leaders who say he has no connection to the movement that advocates limited government and tightfisted public spending.

In a statement, James said he was endorsing Angle, whose uneasy relations with national Republicans were laid bare in the tape, which Ashjian recorded secretly and later released to the Las Vegas Sun newspaper.

James said he arranged the meeting to see if Ashjian would consider withdrawing from the race and backing Angle, who is trying to oust Majority Leader Harry Reid.

NEW YORK

Times Square bomber sentenced to life in prison, warns that war with Muslims has just begun

NEW YORK — The Pakistani immigrant who tried to detonate a car bomb on a busy Saturday night in Times Square accepted a life sentence with a smirk Tuesday and warned that Americans can expect more bloodshed at the hands of Muslims.

Brace yourselves, because the war with Muslims has just begun, 31-year-old Faizal Shahzad told a federal judge. "Consider me the first droplet of the blood that will follow."

His punishment for building the propane-and-gasoline bomb and driving it into the heart of the city in an SUV last May was a foregone conclusion, since the charges to which he pleaded guilty carried a mandatory life sentence, which under federal rules will keep him behind bars until he dies.

But the former budget analyst from Connecticut used the courtroom appearance to rail against the U.S., saying the country will continue to pay for occupying Muslim countries.

WASHINGTON

Researchers find previously undocumented language hidden in small villages in India

WASHINGTON — A "hidden" language spoken by only about 1,000 people has been discovered in the remote northeast corner of India by researchers who at first thought they were documenting a dialect of the Aka culture, a tribal community that subsists on farming and hunting.

They found an entirely different vocabulary and linguistic structure.

Even the speakers of the tongue, called Koro, did not realize they had a distinct language, linguist K. David Harrison said Tuesday. Culturally, the Koro speakers are part of the Aka community in India's Arunachal Pradesh state, and Harrison, associate professor of linguistics at Swarthmore College, said both groups merely considered Koro a dialect of the Aka language.

But researchers studying the groups found they used different words for body parts, numbers and other concepts, establishing Koro as a separate language, Harrison said.

HUNGARY

Toxic red sludge from plant floods towns in western Hungary called an 'ecological disaster'

DEVECSER — Hungary declared a state of emergency in three counties Tuesday after a flood of toxic red sludge from an alumina plant engulfed several towns and burned people through their clothes. One official called it "an ecological disaster" that may threaten the Danube and other key rivers.

The toll rose to four dead, six missing and at least 120 people injured after a reservoir failed Monday at the Ajka Timfoldgyar plant in Ajka, a town 100 miles (160 kilometers) southwest of Budapest, the capital.

Several hundred tons of plaster were being poured into the Marcal River to bind the toxic sludge and prevent it from flowing on, the National Disaster Management Directorate said.

So far, about 35.3 million cubic feet (1 million cubic meters) of sludge has leaked from the reservoir, affecting an estimated 15.4 square miles (40 square kilometers), Environmental Affairs State Secretary Zoltan Illes told the state news wire MTI.

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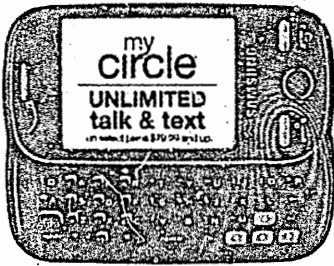
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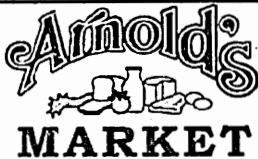


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Greek Row plans may stall

LAUREN LEONE
Daily Egyptian

Larry Dietz says although there are definite plans to construct a small group-housing project on Greek Row, it may not happen as soon as previously expected.

Discussion concerning the renovation of Greek Row began when former Gov. Rod Blagojevich signed the Fire Sprinkler Dormitory Act in 2004, which required all Illinois colleges and universities to have fire sprinkler systems installed in the dormitories by Jan. 1, 2013.

But Dietz, vice chancellor for student affairs, said a law passed July 27 changes the deadline for the Greek Row renovation. The Greek Housing Fire Safety Act states automatic fire sprinkler systems must be included in fraternity and sorority housing construction that begins on or after Jan. 1, 2011. If construction began before Jan. 1, 2011, the fire sprinkler systems are required in every structure by Jan. 1, 2019, according to the Illinois Association of Fire Protection Districts' website.

Julie Payne-Kirchmeier, director of University Housing, said because of the new law, the buildings on Greek Row no longer fall under the Fire Sprinkler Dormitory Act. She said installing sprinklers in the 50-year-old buildings wouldn't be practical, and administrators have opted to construct new housing for the Greek community.

Dietz said administrators will still move forward with the replacement of

Greek Row, despite the extension.

"Even though legislation would essentially allow us to stretch this out for another six years until 2019, we don't want to do that," Dietz said. "We want to operate more quickly because the facilities are aging."

Dietz said there is a three-step phase in the process of renovating Greek Row.

Phase one would begin by constructing three to five buildings to house the three sororities of Greek Row in unused space west of the Campus Lake. Phase two would be the demolition of buildings on Greek Row, and phase three would be the new Greek Row housing. There is no timeline as to when this can or will happen, Dietz said.

The demolition date once set for May 2012 is not concretely set because of the new law, Kirchmeier said.

Andy Morgan, coordinator for Greek Life, said three sororities live in the Greek Row buildings.

"The rest of the Greek community is spread throughout several different off-campus or on-campus apartments or houses," Morgan said. "It affects the community when everyone is living all over the place."

Dietz said the pressing concern is what to do with the sororities on Greek Row, which were not designed for this generation of students.

"We've really wanted a vibrant Greek Row for a long time," he said.

He said the layout of the Greek Row's buildings, which includes too many bells, is outdated even for the 1950s.

For the past three years, University

Housing has worked with students to figure out what they would like to see done with the small-group housing project, Morgan said. He said a survey was done in 2008 to assess the needs and wants for students, and the results included a larger lodging area and storage for ritual equipment.

"People are used to having their own rooms, a single room facility, and more electrical outlets," he said.

Kirchmeier said with the help of private partnerships the university might be able to build a small, multi-functional, group-housing area for an estimate of less than \$26 million, which was the cost of the Wall & Grand Apartments.

Financing the project with public and private funding or self-funding from University Housing is still up in the air, a decision that has to be made before anything can be done, Dietz said.

The Greek Row project is now part of a much larger plan, the University Housing 15-year master plan, which is being updated based on changes in the housing market in Carbondale and the financial feasibility of creating on and off-campus university housing, Dietz said. He said the master plan must be completed before a request for proposal for this particular project can be done.

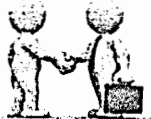
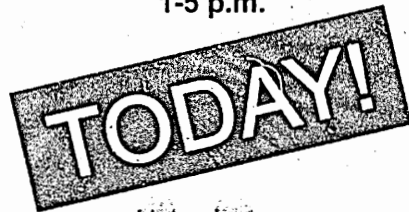
"Of the master plan, Greek Row housing is definitely a priority," he said.

Morgan said his only concern is the lack of a central location for the Greek community, which can be frustrating.

"Do we wish it could happen sooner? I think we all have said that," he said. "But I think we're going to start seeing some more movement on this (with the new chancellor)."

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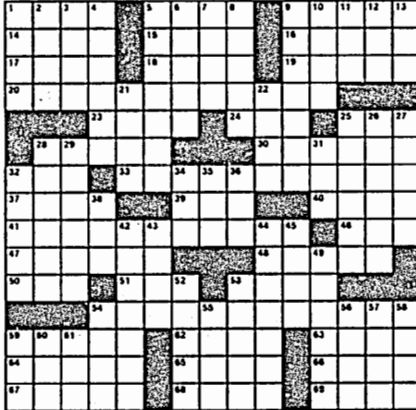


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Crossword

ACROSS

- 1 Dance fundamental
- 5 Spreading trees
- 9 Cosmic payback
- 14 ...up; slow Web connection
- 15 Bubbly label name
- 16 Like some kites
- 17 Menlo Park middle name
- 18 Former credit card giant
- 19 Shakespeare's title Athenian
- 20 Eagle
- 23 Big pix; Abbr.
- 24 Reagan era prog.
- 25 Ball Club
- 28 Pancho was his sidekick
- 30 Running independently
- 32 Trite
- 33 Eagle
- 37 Leg-shaving alternative
- 39 "Science Guy" Bal
- 40 Baking soda target
- 41 Eagle
- 46 Tint
- 47 Composer Bariza
- 48 WWII blockade vessel
- 50 Joseph of ice cream fame
- 51 Tic ...; mint
- 53 Sale condition
- 54 Eagle
- 59 Ambulance attendant
- 62 Cathedral section
- 63 "Dark Angel" actress Jessica
- 64 Worship
- 65 Bring up
- 66 Diver's haunt
- 67 Au courrant, with "in"
- 68 Ancient Persian
- 69 ilk



By Mike Peluso

- 5 Harris of country
- 6 They may be pierced
- 7 Sea 32-Down
- 8 Pierces
- 9 Destructive 2005 newsmaker
- 10 Zealous
- 11 Part of most eyeglasses
- 12 "Little Red Book" author
- 13 Ex-Texas governor Richards
- 21 Check sent with a ltr., e.g.
- 22 Adorad one
- 25 Sanskrit for "awakened one"
- 26 Enjoyed Donny's, say
- 27 Girard's predecessor as Yankee manager
- 28 Scratchod
- 29 Stupidity
- 31 "That's ..."; "Uh-uh"
- 32 With 7-Down; feeling better.
- 34 Toledo-to-Detroit dir.
- 35 Port on the Firth of Clyde

Monday's Puzzle Solved



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- 36 Sen. counterpart
- 38 Road to nowhere, metaphorically
- 42 Spied
- 43 Schlep
- 44 Like monastic life
- 45 Cleanup hitter's stats
- 49 Annual Hollywood gala, with "ino"
- 52 Amulet
- 53 Syrian leader
- 54 Take on
- 55 Fencing sword
- 56 Stick on the table
- 57 Opposite of untor
- 58 First president to take up golf
- 59 Pin cushion?!
- 60 University URL ending
- 61 Put on

Horoscopes

By Nancy Black and Stephanie Clement

Today's birthday — Dust off your numerous talents and put them to use now. Independent ideas applied to household projects produce brilliant results. Your personal desire for greater financial comfort pushes you to excel in fulfilling career responsibilities down to the last detail.

Aries (March 21-April 19) — Today is a 5 — Is it dangerous to strive for more power? Only if you let desire diminish your capacity to think logically. Resolve problems for a win-win.

Taurus (April 20-May 20) — Today is a 5 — People around you seem to respond to energy you can't even perceive. To understand their motivation, ask questions that deliver logical answers.

Gemini (May 21-June 21) — Today is a 5 — As your thinking matures, you see practical changes that transform the results into a magical success. Set it free to really grow it.

Cancer (June 22-July 22) — Today is a 6 — A favorite person makes demands today that seem unreasonable at first. Once you get rolling, you see exactly how to accommodate their wishes.

Leo (July 23-Aug. 22) — Today is a 5 — Someone at work decides they want their own way. If you don't care, let them have it, at least for today. Otherwise, careful, logical explanations are needed.

Virgo (Aug. 23-Sept. 22) — Today is a 7 — A younger person applies considerable pressure about practical matters. You may need a trip to the store for the right uniform or gear.

Libra (Sept. 23-Oct. 22) — Today is a 6 — Take care of your own nutritional needs. Assume the role of chef at home, perhaps, and go out for lunch with friends somewhere fabulous. Healthy food can be delicious.

Scorpio (Oct. 23-Nov. 21) — Today is a 5 — A neighbor or sibling challenges you to a dual of practical words. Your best tactic is logic as you respond to their emotions. Keep yours out of it.

Sagittarius (Nov. 22-Dec. 21) — Today is a 5 — Exert your will and apply physical effort to a housekeeping project. You've thought this through. Now get others to cooperate for fabulous results.

Capricorn (Dec. 22-Jan. 19) — Today is a 5 — Take control of your own responsibilities. Others want to tell you what to do. Be respectful. You don't have to do it their way.

Aquarius (Jan. 20-Feb. 18) — Today is a 5 — A dramatic dream had you tossing and turning. Now see how it applies to today's agenda. Maybe your subconscious is trying to tell you something.

Pisces (Feb. 19-March. 20) — Today is a 5 — Group activities pose problems for one person with petty objections. Resolve the difficulties by acknowledging their position. It helps to be heard.

JUMBLE

Unscramble these four Jumbles, one letter to each square, to form four ordinary words.

LUGIE
 ○ ○ ○ ○ ○

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 ○ ○ ○ ○ ○

NORBOC
 ○ ○ ○ ○ ○

CANUPH
 ○ ○ ○ ○ ○

THAT SCRAMBLED WORD GAME

by Mike Argiron and Jeff Knurak



TOUCHDOWN
 He learns fast

WHY THE COACH PLAYED THE ROOKIE RECEIVER.

Now arrange the circled letters to form the surprise answer, as suggested by the above cartoon.

Answer: HE "○○○○○○○○"○○

(Answers tomorrow)

Monday's Answers | Jumbles: GIANT LOUSY TAUGHT ABRUPT
 Answer: Too many glasses of rosé left her — "BLUSHING"

The Duplex

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Complete the grid so each row, column and 3-by-3 box (in bold borders) contains every digit 1 to 9. For strategies on how to solve Sudoku, visit www.sudoku.org.uk.

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

TUESDAY'S ANSWERS

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

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IRONMAN

CONTINUED FROM 12

Monroe said his background in long distance running enabled him to focus less extensively on the running portion of the triathlon and more on the swimming and cycling.

"Having so many races in college really set the background for me," Monroe said.

Monroe said the key to finishing is to conserve energy and control pace.

"You don't really want to cross that line where you've pushed yourself too hard - once you've crossed the line and your lactic acid goes up, your heart rate goes up, you start to hit the wall and it's hard to recover from that in that long of a race," Monroe said. "You have to pace yourself all day long."

Monroe left for Hawaii on Tuesday and plans to train light to save his energy for what he said will be the toughest competition he's ever faced. The Kona triathlon features only 1,800 of the best competitors from around the world, compared to Louisville, which had 2,157 competitors, he said.

"It's a smaller field but it's a smaller field of all the best," Monroe said.

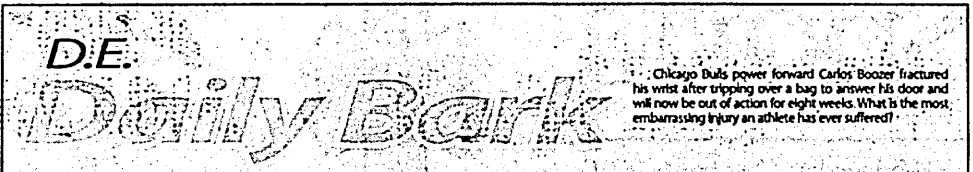
Case said in an e-mail a \$560,000 prize would be distributed to 10 professional men and women competitors. The first-place man and woman will receive \$110,000 while second-place finishers will receive \$55,000, she said.

Monroe said his training before Saturday's competition will consist of light workouts getting to know the course, weather and water.

"After four years or five years as a collegiate athlete you gain understanding of what you need to do to be successful," Sparks said.

Ironman associate producer Tricia Vanderslice said in an e-mail all-day live coverage of the Kona Ironman Triathlon will be webcast at 11:30 a.m. Saturday at ironmanlive.com.

Brandon Coleman can be reached at bcoleman@dailyegyptian.com or 536-3311 ext. 269.



Chicago Bulls power forward Carlos Boozer fractured his wrist after tripping over a bag to answer his door and will now be out of action for eight weeks. What is the most embarrassing injury an athlete has ever suffered?

The weirdest injury I've ever read about is pitcher Adam Eaton stabbing himself in the gut with a paring knife as he tried to cut the plastic wrapping off of a DVD in 2001. I can't imagine having to tell my coach and teammates I can't play the season because I was stabbed ... by myself. At least he has a drinking story that is difficult for most folks to top.



BRANDON COLEMAN
bcoleman@dailyegyptian.com

All Sammy Sosa had to do was grab a tissue and he would have avoided throwing out his back with the most powerful, performance-enhanced sneeze of all-time. It wasn't the injecting of needles, the stupid hopping or playing in the most disease-infested stadium that did him in. It was one bloody sneeze. Let me repeat that, he was taken out for over a month by a sneeze!



RYAN VOYLES
rvoyles@dailyegyptian.com

What kind of idiot wears sweat pants to a club, doesn't have the safety on a pistol in the waistband and then ends up shooting himself which ends his NFL career and gives him a legal case? Plaxico Burress.



BRANDON LACHANCE
blachance@dailyegyptian.com

UNDER

CONTINUED FROM 12

"Our deals are only as good as the coaches and athletic directors at the school," Jones said. "Moccia, Lowery and Lennon support the brand."

Under Armour doesn't have to do an all-school deal but will if it feels right, he said. The clothing and shoe company gets market exposure and authentication by having its product worn on 50 Division I college campuses, he said.

Under Armour began as a clothing company, then ventured into creating athletic shoes a few years ago, Moccia said. Moccia and other university staff were flown to Baltimore a year and a half ago for clothing and shoe demonstrations, he said. He chose Under Armour for the three programs using it because the company has made tremendous strides improving footwear and continues to do so, he said.

One of the main reasons Under Armour is at SIU is because of Moccia, Jones said.

"Mario has a young, progressive mind when it comes to college athletics and we are a company based on the same premise," Jones said. "He is trying to push the envelope and look for ways to better his athletic program, and we're trying to brand Under Armour."

Women's basketball coach Missy

66 Our deals are only as good as the coaches and athletic directors at the school. Moccia, Lowery and Lennon support the brand.

— Walker Jones
director of media relations
for Under Armour

Tiber said she's in a deal with Nike she signed when she first arrived in 2009 that will not end until 2013, but it should be easy to get out of if need be. If Under Armour or another company does become a full SIU sponsor, the athletes would not be affected by the different products, she said.

If Moccia decides to go with Under Armour, the women's basketball program will welcome the new products with open arms and feet, she said.

"I can't comment too much on Under Armour clothing, but I see the men's team wearing it and it looks really nice," Tiber said. "Personally, our kids haven't worn it so I don't know, but I know they've been very good to the Southern Illinois athletic program."

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EDYTA BLASZCZYK | DAILY EGYPTIAN

Rachael Fritchtnitch, a sophomore from Mattoon studying radiology, sorts a shipment of Under Armour men's basketball practice uniforms Tuesday in the equipment room of the Troutt-Wittmann Center. There are several brands representing SIU, but Athletic Director Mario Moccia hopes Under Armour will be the only brand by the end of the year.

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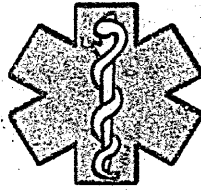
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WOMEN'S GOLF

SIU leaves Oklahoma disappointed

RYAN SIMONIN
Daily Egyptian

The Salukis were stopped short of their third straight top-three finish Tuesday as the women's golf team finished in a tie for 10th place out of 17 teams at the Oral Roberts Shootout in Tulsa, Okla.

SIU tied McLennan Community College and coach Diane Daugherty said the team had a tough time putting their entire game together.

"I think we were just second-guessing ourselves too much and we didn't putt very well. We just didn't click on all cylinders this week," Daugherty said.

Taking first place in the tournament was University of Tulsa with a score of 908, followed by Oral Roberts University and Sam Houston State University in second and third with scores of 917 and 924.

Junior Meg Gilley led the Salukis, tying for 40th place and shooting a score of 242. Gilley said her first-round score could have been lower, but she was more disappointed by her last two rounds.

"Shooting in the lower 80s was kind of a letdown for me because I haven't shot that high of numbers in a long time," Gilley said.

Freshmen Ashleigh and Cassie Rushing scored within one stroke of each other, finishing in 44th and 46th with scores of 243 and 244.

"I think we were just second-guessing ourselves too much and we didn't putt very well. We just didn't click on all cylinders this week."

— Diane Daugherty
women's golf coach

Sophomore Shaina Renegarbe tied for 48th and scored a 245 and junior Alisha Matthews rounded out the roster for the Salukis in 53rd place with 247.

Renegarbe said the team has to stay positive and not let the poor performance have an impact. She said the course was difficult and the entire field had pretty high scores in the tournament.

"Hopefully we can just have a short memory, forget about it and act like it never happened," Renegarbe said.

Daugherty said the team would be able to get some good practice in before heading to Missouri State to play in the Payne Stewart Memorial. She said the team is looking forward to getting back on track against its conference foes.

"We are hoping to get back into the winner's circle at Missouri State. We are not going to let this set us back too badly," Daugherty said.



Junior Jennifer Bernhardt tees off during practice Friday at Hickory Ridge Golf Course in Carbondale. The women's golf team competed in the Oral Roberts Shootout Monday and Tuesday in Tulsa, Okla., and tied for 10th with McLennan Community College with an overall team score of 969.
JAMES DURBIN
DAILY EGYPTIAN

TRIATHLON

Former Saluki tests resolve in Ironman competition

BRANDON COLEMAN
Daily Egyptian

Former cross country runner Kyle Monroe cycled 80 to 160 miles and swam 7,000 to 10,000 yards each week in preparation for the Ford Ironman World Championship Triathlon in Kona, Hawaii.

The triathlon begins at 6:30 a.m. Saturday and consists of a 2.4-mile ocean swim, a 112-mile bike race

and a 26.2-mile run, said Katie Case, Ironman public relations coordinator, in an e-mail. Competitors have 17 hours to complete the race.

Monroe said after he competed in the Ford Ironman Louisville Triathlon Aug. 27 he had to cut his recovery time short. Generally, most individuals need a month to recover from a triathlon but Monroe doesn't think the lack of recovery time will affect his performance Saturday, he said.

"Coming off a race can be a good thing. You just have to adjust your training," Monroe said. "At least this way I already know I was able to complete one (recently) so I know I'm in good enough shape to finish another one."

The toll a triathlon takes on a competitor's body is one of the most difficult aspects to overcome during a race, cross country coach Matt Sparks said. That's the reason competitors

train two to four hours a day to prevent strain, he said.

Sparks said he attributes Monroe's development in cross country to his dedication to compete in triathlons between 2003 to 2007.

"One of the most rewarding things as a coach (is) to watch a young man grow into a focused, committed person," Sparks said. "Over my nine years here, I've never seen anyone grow (as) much as Kyle has."

Monroe's high school didn't challenge him much as a student or athlete, Sparks said. He said it took Monroe two years to train seriously once he arrived to SIUC.

"By the time he was a junior and senior he was still that fun-loving guy he is now, but he could also switch gears... focus on his training when it was time to get serious," Sparks said.

Please see IRONMAN | 11

ATHLETICS

Southern Illinois could be Under Armour's new house

BRANDON LACHANCE
Daily Egyptian

Each sport at SIU has its own individual apparel and shoe deal, but by the end of 2010 the university could have an all-sport contract with a major apparel company, Athletic Director Mario Moccia said.

One of the companies that has been in discussion about an all-school clothing and shoe deal with SIU is Under

"I'm very comfortable we'll be able to announce an all-school deal with a specific vendor pretty soon. I'd like to do it by the end of the year."

— Mario Moccia
athletic director

Armour, the Baltimore-based sports equipment giant founded in 1996. The deal would unify the university with a worldwide company and would ben-

efit both sides by helping with branding for the clothing company and bringing good products to Saluki programs, Moccia said. He wants such a deal to be

completed by the end of the year, he said.

"I'm very comfortable we'll be able to announce an all-school deal with a specific vendor pretty soon," Moccia said. "I'd like to do it by the end of the year."

Presently, the only teams sponsored head-to-toe by Under Armour are football, men's basketball and softball, he said. An all-school deal is something rare for a mid-major Division I school, Moccia said.

"Most of the schools at our level

don't have that," Moccia said.

Walker Jones, director of media relations for Under Armour, said the relationship between his employer and SIU is great, and has the possibility to expand its business to every program. He said Under Armour's business partners have to buy into the product and Moccia and Saluki coaches have done that.

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