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Area businesses: the ups & downs

Establishments react differently to changing economy

KAYLI PLOTNER
Daily Egyptian

Although many area businesses are closing their doors because of the recession, some are optimistic about southern Illinois' economic future.

Local eatery Mississippi Flyway served its last customer Sunday, and PMac record store will close its Carbondale location in March, which will leave only its Cape Girardeau location in operation. In contrast, Cristaudo's bakery plans to begin expansion in late February.

Amy Dempsey, of Carbondale, has worked at PMac since 1999 and managed the store since 2006, but she said it's time to close the doors as digital downloads dominate the music business.

"It's the worst it's ever been, but it's not necessarily terrible," she said. "Our Cape store still does really well, but with a lot of artists releasing their albums as MP3s only, that cuts down on their cost and cuts out the middleman, which is what we are."

Dempsey said all Carbondale location merchandise is discounted, and anything leftover will be taken to the store's Cape Girardeau location.

It's common to be slow after the holiday season, she said, but this year has been exceptionally slow.

"I may have anywhere from 10-20 customers in a given day," she said. "There is no comparison to back when I first started. On a Friday we would have four people working one shift, where as now it's easily handled with one person."



LYNNETTE OOSTMEYER | DAILY EGYPTIAN

Frank Hiller, right, the owner of Mississippi Flyway, hugs Gail Odaniell Sunday night after the business closed its doors for the last time. The business had been open for 32 years, and Odaniell said she has worked for 27 of them. Hiller said events such as franchise businesses opening and low SIU enrollment played a part in the restaurant's close. "The last few days have been great, though," Hiller said. "We never anticipated the crowd we would get," Hiller said. "Customers we haven't seen for years, from as far as South Carolina and Alaska, came back just for the closing to say their goodbyes."

Dempsey said consumers can continue to buy their records locally at Plaza Records, and people value supporting local businesses, but the store was bound to close eventually with increased music downloads.

"It's not like food, which you're always going to need," she said. "But here we're pretty specific because it's just music and DVDs, and it's just

not enough to keep it open."

However, while some businesses close their doors, another looks to expand its walls.

A long-time Carbondale name, Cristaudo's Bakery, plans to complete its expansion to sit-down restaurant by late next month alongside the merchandise store and catering service it now offers.

"We have always had the idea of expanding our restaurant," said Leah Maciell, Cristaudo's part-owner. "It was part of our business plan when we first re-opened, and it has just taken us a little more time than originally planned to get there."

Please see **BUSINESSES** | 3

New textbook platform facilitates education

ELIZABETH ZINCHUK
Daily Egyptian

Several courses have replaced textbook pages with webpages this semester.

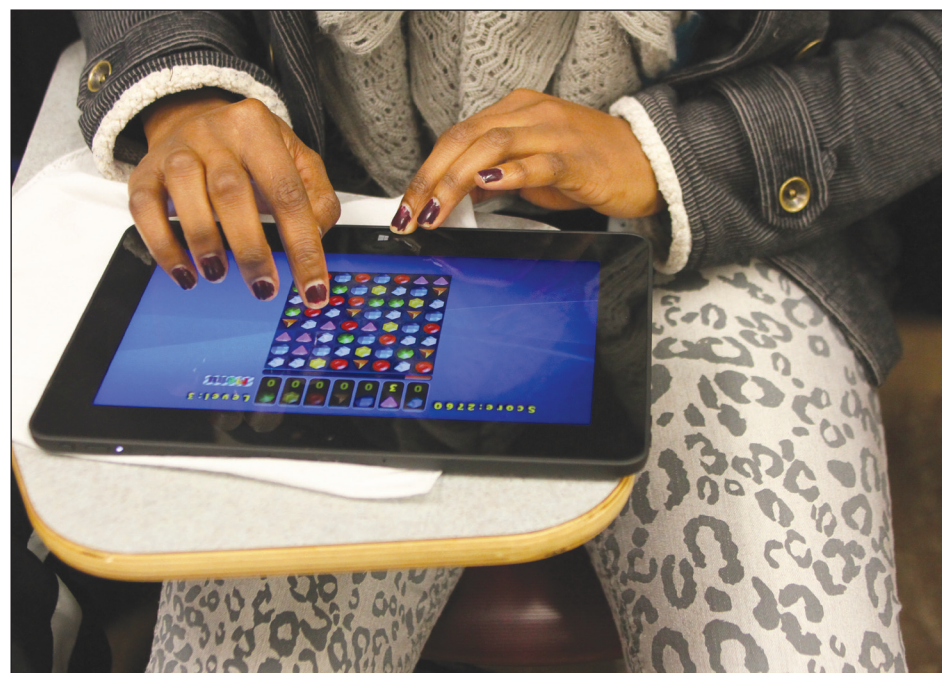
Classes in fields such as university college and accounting are replacing textbooks with Dell tablets this semester. Amber Manning, University College 101 instructor, said tablets will be free for students during their entire course.

"I am nervous and excited about it," she said. "This could be something that potentially will be bigger in the future when we switch to e-text."

Karla Berry, Center for Teaching Excellence director, said the university plans to provide tablets for every incoming freshmen class starting fall 2013. The tablets contain instructional online material for whatever course the student with the tablet is taking.

"Ultimately, the goal is to provide innovative 21st century teaching and learning," she said. "By providing every student with this device, we can plan content and instructional materials for that one device."

A big reason for tablet use is to encourage e-textbooks, Berry said, which is also cheaper than a traditional textbook when provided to students in



TIFFANY BLANCHETTE | DAILY EGYPTIAN

Chelsea Cunningham, a sophomore from Chicago studying radio-television, uses a Windows tablet Thursday in her test group class. The university aims to transition to digital textbooks for next year's incoming freshmen. Cunningham said the tablets will be a beneficial study aid this semester. "I'll be able to take more in-depth notes because it's easier and faster than writing," Cunningham said.

such mass quantities

"There are courses in different colleges, so we can see what works and what doesn't work for next year," Berry said. "We're trying to work out the kinks now."

Berry said the device is very important to the university's core curriculum since the CTE plans to provide them for freshmen. A discussion concerning reduced-price tablet use for upperclassmen is ongoing, she said.

Wanli Zhao, assistant finance professor, said he is trying the tablets in his two classes, FIN 463-Forecasting and Capital Budget and FIN 469-Security Valuation.

Zhao said the tablets, which are pre-loaded with Windows 8 software, can also be used outside of class. Students can personalize the devices and download any available Internet application, he said, and the tablets allow potential for virtual meetings with students' instructors and classmates after class hours.

"This class I teach is heavy on case teaching, which requires a lot of group meetings," he said. "We have virtual meeting software on the tablets so that I can actually monitor meetings and discussions."

Please see **TABLETS** | 3

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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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TABLETS

CONTINUED FROM 1

Zhao said tablets will help him measure students' efforts outside of class because he will be able to monitor how much work and discussion happens with the tablets.

"We can actually immediately get their feedback and base classes on that through the monitoring of the tablet discussions," he said.

While some professors see the tablets' benefits, some students have different opinions on their effectiveness compared to textbooks.

Ralph Monroe, a senior from

Alton studying radio-television, said he prefers textbooks over tablets because the devices require more upkeep than a book.

"I like having actual pages, and the tablet would need to be charged," he said. "What if they die and there is a power outage, and I have an exam the next day?"

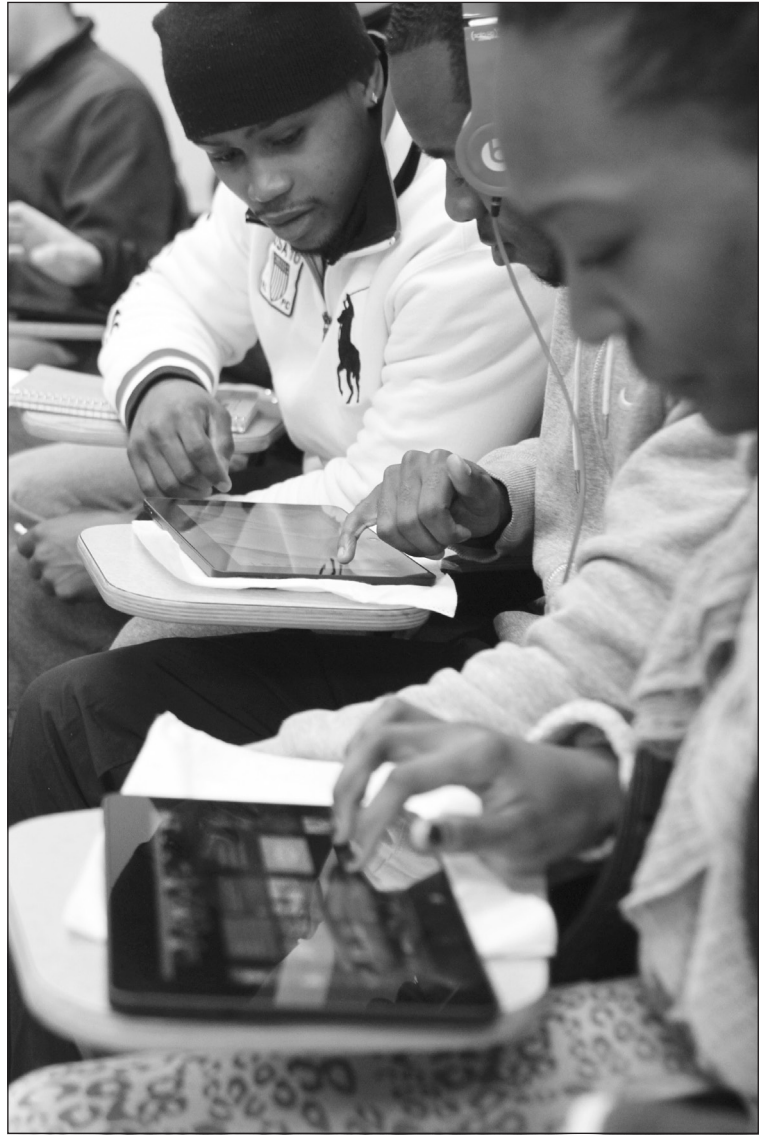
However, Brenisha Strickland, a junior from Chicago studying biological sciences, said the tablet's smaller size is a better textbook option because of its light weight.

"It would be more convenient not to have to carry so many books in my backpack and just carry a tablet," Strickland said.

Zhao said future tablet use will largely depend on the students' and teachers' experiences with the platform this semester as well as future contracts with textbook publishers.

"It is pretty much in the testing phase still," he said. "But new technology in the classroom has been really popular in recent years, and it's been developed very, very fast among campuses, which is why we are trying to try out this trend."

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TIFFANY BLANCHETTE | DAILY EGYPTIAN

Kendall Brown-Surles, left, a senior from Evansville, Ind. studying radio-television, uses a Windows tablet Thursday during class along with radio-television majors junior Thomas IHEME, center, and sophomore Chelsea Cunningham, both from Chicago. The tablets are being used for John Hochheimer's course on sports media in society, a radio-television requirement. Hochheimer said the tablets are part of the university's effort to transition to technology and engage students with their textbooks. "Students will be able to critically analyze topics like sports media in society through the use of media," Hochheimer said. "The tablets are more interactive and accessible instead of lugging around a stack of paper."

BUSINESSES

CONTINUED FROM 1

Cristaudo's Bakery was established in 1977 by Lorenzo and Lucia Cristaudo. When their daughter Rachel moved back to town in 2000, she became an active manager and eventually became part owner with Maciell, Nicholas Stewart and Jennifer Robinson.

"When we expand, we will be like the old Cristaudo's that was in Murdale (Shopping Center)," Maciell said. "We will have breakfast and lunch with some new menu items that we're developing right now. We're hoping to just offer the community more options when it comes to breakfast and lunch when they're in the downtown area and continue with the Cristaudo's tradition."

As owners, Maciell said she and her co-workers try to do everything as cost-effective and money-conscious

as possible since the business relocated to the Kaleidoscope in downtown Carbondale last year, she said. The staff and their friends will perform the renovations.

"We've only been open for a year, so it's hard to tell our numbers right now," Maciell said. "The economy is down, but because we feel that we have so many different aspects of our business we'll be doing alright. There will be four to five different aspects at any given time can have more business than the other one."

Zsolt Becsi, economics professor, said area business closure and expansion is common as the economy slows.

"It's not that they're bad business people or that their product is bad," he said. "Businesses go up and down in what's called a turn. What matters is, are there more businesses growing than getting out of business? If so, then we're in an expansion."

Becsi said southern Illinois may be

a little further behind the economic curve, but some businesses couldn't make it after the difficult recession. However, he said, expansion is key.

"Some people are optimistic about the future," he said. "The more optimistic people there are, the better it is because those people will start expanding and after that we have an economic expansion."

Area businesses have to offer something unique to keep up as a southern Illinois buy-local trend becomes common, Becsi said, but they must remain high-quality at a low price.

"Overall, we aren't in the full swing with businesses opening left and right," he said. "America is a dynamic society, and that's the dynamic — you can get into business easily, and you can get out easily."

Kayli Plotner can be reached at 536-3311 ext 257 or kplotner@dailyegyptian.com.

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ALEXA ROGALS | DAILY EGYPTIAN

Alex Maca, left, a freshman from New Lenox studying zoology, and Corey Corbett, a senior from Chicago studying electrical engineering, dip their hands in wax and water Saturday at the Student Center for Dawgs Night Out. "Wax hands sounded pretty cool to me, so I went ahead and tried it out," Maca said. The event was held from 8 p.m. to midnight and featured activities such as bingo and green-screen graffiti.

Preckwinkle endorses Hutchinson in 2nd District

SOPHIA TAREEN
Associated Press

CHICAGO — The race to replace former U.S. Rep. Jesse Jackson Jr. heated up Monday when Cook County Board President Toni Preckwinkle endorsed state Sen. Toi Hutchinson over former state Rep. Robin Kelly, her onetime aide.

It's the most high-profile endorsement so far in the Feb. 26 primary, though it's unclear how the nod from the Chicago Democrat will influence voters in the heavily

Democratic district that includes city neighborhoods, south suburbs and rural areas.

Nearly two dozen candidates have filed petitions to run. Other top Democrats include former Congressmen Debbie Halvorson and Mel Reynolds. The special election is April 9.

"There are lots of qualified people in this race but I felt it was important to make a choice and Toi Hutchinson will be the strongest candidate," Preckwinkle told The Associated Press before

an appearance at a City Club of Chicago event.

Preckwinkle said it was a difficult decision because the candidates are qualified. Hutchinson is well placed to win because her legislative district is within the 2nd Congressional District, Preckwinkle said.


The Hutchinson endorsement is nothing against Kelly, Preckwinkle said. Kelly was Preckwinkle's former chief administrative officer and also worked as a chief of staff for former Illinois Treasurer Alexi Giannoulias.

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LACROSSE

Club anticipates bright future

JACK ROBINSON
Daily Egyptian

Lacrosse is a sport that has typically seen more East Coast popularity in the past but has recently become more prevalent in the Midwest.

However, the SIU men's lacrosse club is eager to start its season show the country what the Midwest has to offer.

"We want to let the Midwest know that we are a good team and that we will be competitive this year and for years to come," said Mason Smiedendorf, senior SIU lacrosse club president.

The lacrosse club is a 27-man team founded in 2007. The team plays seven games a season and has upcoming games against other Division-I schools such as Northwestern University, Michigan State University, Western Illinois University and Eastern Illinois University.

The team kicks off the season when it travels to the University of Louisville on Mar. 2 to compete. Smiedendorf said he looks forward to playing such a well-known team.

"Our toughest competition will definitely be against Louisville," he said. "They are a big division-one school, and we don't know what to expect against them."

Ryan Kunzi, freshman lacrosse club



LAURA ROBERTS | DAILY EGYPTIAN

Mike Fleming, a freshman from McHenry studying computer science, catches a ball during a lacrosse practice drill Thursday at the Recreation Center. The club will compete in its first match of the season Saturday in Louisville, Ky. Fleming said he is looking forward to the game and feels positive about its outcome. The lacrosse club is open to players of any skill level.

vice president from Deerfield, said he thinks this year's team is a tight-knit group. However, the lacrosse team has seen issues with club membership and

past support.

The first lacrosse club was formed in the early '90s but had to dissolve because a lack of members. A new

club was formed in 2007 and has remained active since.

"There has been a little bit of filtering in and out with players, but

mostly we have all stuck though it," he said. "It helps that we are all a tight group of friends and enjoying hanging out with each other."

Although some team players have played for eight years, Kunzi said experience isn't always necessary.

He said an athlete's skills from any other sport should translate well into lacrosse.

"Other sports really come into play, especially hockey with the stick skills and basketball with how you play defense," he said.

Freshman Steven Ta said he is hopeful for the club's future and hopes to help the team move into a league with higher competition.

Ta said the team is most interested in the National College Lacrosse League, which features teams from Duke University, University of Rutgers and Syracuse University. He said a move to the NCLL would greatly strengthen the SIU lacrosse program.

"I am looking forward to getting players and continue growing the sport here," he said. "If we can make the transition into a better league, we can prove that we are a top-level program."

Jack Robinson can be reached at jrobinson@dailyegyptian.com or 533-3611 ext. 269

Transfer settles in as Saluki top scorer



DEMARIO PHIPPS-SMITH
Daily Egyptian

SIU men's basketball has a rich history full of versatile guards like Jamal Tatum, Troy Hudson, Dick Garrett and Walt Frazier. Saluki forward Desmar Jackson plays like his name belongs on this list as well

In his first Saluki season, Desmar Jackson posts numbers comparable to some of the greatest players to ever wear a Saluki jersey.

The junior averages 16.3 points and six rebounds per game, and he is one of only four Salukis to see more than 30 minutes of play per contest. In the beginning of the Missouri Valley Conference schedule, Jackson scored 28, 29 and 21 points against Wichita State, Indiana State and Bradley respectively.

After transferring from the University of Wyoming in 2011 and sitting out of last season, Jackson still has two eligible years of Saluki play.

Jackson led his Wyoming team in scoring as a sophomore with 14.6 points per game. He was also the Mountain West Conference's fifth-highest scorer and led his team in scoring

14 times. His freshman year was also impressive, as he averaged 11.8 points per contest and was named to the CollegeInsider.com Freshman All-American Team.

Although he considers himself a pretty good all-around player, Jackson said his best asset is his offensive ability.

"I try to score any way I can," he said. "If I've got the lane, attack the lane, if not, shoot the jump shot."

Senior guard Jeff Early said Jackson is the team's quiet leader.

"Sometimes I can be very vocal and loud when it comes to motivating the team, but Des can get us all pumped up by hitting a couple of 3-pointers in the clutch," Early said.

Fellow senior T.J. Lindsay said Jackson will be one of the Salukis' most valued players next season.

"With me, Jeff, and Kendall (Brown-Surles) all leaving after this season, Desmar will have to step up even more next year," he said. "With freshmen like J.P. (Jalen Pendleton) and Anthony (Beane Jr.), I think the team will be pretty good."

In a Jan. 14 teleconference, coach Barry Hinson said he almost dismissed Jackson from the team.

"We asked him and gave him a road map of things we expected him to do during that week," he said. "He did everything that we asked of him and consequently he played better."

Hinson said despite Jackson's scoring potency, he isn't going to allow the junior to misbehave.

"I could care less about the points, and I know people laugh when I say that," Hinson said. "We have bigger issues than him scoring points

right now. We're just going to need him to grow up and be a young man that can be responsible and held accountable for."

Despite Hinson's reprimands for poor conduct, the junior has thrived in opportunities to make court amendments.

"I try to go out there every game and give it my all," Jackson said. "I want us to be the best team we can be, so I will do a better job on and off the court."

Jackson said Hinson is a great role model, especially regarding matters outside of basketball.

"He's always trying to teach me lessons about life (and) how to be a better person," Jackson said. "He doesn't just talk to me about things on the court, it's more stuff off the court like doing my homework and keeping out of trouble."

Jackson said he hopes to make a career of basketball. He said he gets his athletic ability and physical stature from his father, but he credits his mom for keeping him level-headed.

"My mother keeps me going and keeps me focused," he said. "I'm still cool with my dad, and we talk every week. That's the only dad I have, so I have to keep in touch with him."

Jackson said his father played two years of college football as a speedy slot receiver and kick returner.

"He was very talented," Jackson said. "Everybody tells me he should have been in the league."

While Jackson's father never reached the professional athletic level, his son said he is



JON-ERIK BRADFORD | DAILY EGYPTIAN

Junior guard Desmar Jackson puts up a jump shot Jan. 20 against Illinois State University at SIU Arena. Jackson posted 11 points, seven rebounds and three steals.

driven to accomplish the goal.

"Everybody's dream is to make it to the NBA, but if I don't make it, I'll probably try to play overseas," he said. "I have to stay focused because I have a family back home that I want to be able to look after. I can't give up."