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Gainesville, Fla. (4-02) - Leyda Su Ham, a senior triple majoring in biology, psychology, and global studies at Nova Southeastern University with a 3.76 GPA, is one of only seven finalists statewide for the 2002 Florida College Student of the Year Award. Su Ham and 19 other students from universities and colleges across Florida will share $55,000 in scholarships and prizes and will be honored Friday, April 12 at an awards ceremony and press conference at the Capitol Building in Tallahassee.

Su Ham and six other finalists were selected from 144 applicants in the annual scholarship program sponsored by Florida Leader magazine, SunTrust, and Office Depot. The Florida College Student of the Year Award celebrates its 15th year of recognizing outstanding Florida college students for their campus leadership, academic excellence, and financial self-reliance.

One of 40 active Presidential Knights at Nova, Su Ham, 23, was selected as a student ambassador of NSU. "There are a lot of students who compete for a position as a Presidential Knight, and just to say she's made that is wonderful in itself," says Terry Morrow, assistant director of student activities and leadership development. Presidential Knights are chosen to represent the best and the brightest at NSU.

Apart from her work as a Presidential Knight, Su Ham is also the president of the Pre-Medical Society and N.A.T.U.R.E (NSU's Advancement Toward Understanding and Researching the Environment), the Commuter Senator in NSU's Student Government Association, and is the founding member of TriBeta, the biology honor society. "She's quite a dynamo but in a really interesting manner," says Dr. Brad Williams, dean of student affairs. "Leyda exemplifies servant leadership in a very strong way. There's a quiet resourcefulness about her that's very refreshing."

The crossover of her interests has served NSU well. In starting TriBeta, members relied on her knowledge of the university and SGA to complete the application process for successfully chartering the organization on both the university and national level. "She's very responsible and reliable," Morrow says. "She stays on top of each step of a project."

Su Ham has demonstrated her commitment to improving not only NSU but also the surrounding community. She began the annual event know as the "Small World Festival" to provide lunches for geriatric residents; she began a toy drive where over 100 toys were collected for the Children's AIDS Foundation; and she participates in the Holiday Food Drive for the Cooperative Feeding Program. See www.floridaleader.com/soty for more details on the annual scholarship program and this year’s winners.

Staff Reports

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Congratulations Women's Basketball Team!
NSUSGA Election Time

For all continuing students, elections are coming up for the NSU Student Government Association. If you are interested in running for a student government position, you may pick up a packet in the Office of Student Activities and Leadership Development in the Rosenthal building, Room 204. Packets must be dropped off to the Student Activities office by 5:00 PM on April 17th. Elections will be held April 23 and 24.

Nova Wins Two Awards

Florida Leader magazine recently honored NSU with the “Best Octogenarian” and “Best Do-Good Groups” awards in their annual “Best of Florida Schools” issue. The “Best Octogenarian,” whose members are not revealed until graduation, provides Valentines on campus for students. Visit www.floridaleader.com for more information.

Nova Southeastern University Graduate Promoted To Associate Professor

Dr. Masood Poorandi, who graduated in June 2001 with a doctorate in Computing Technology, has been promoted to Associate Professor of Computer Science in the Division of Science and Mathematics at Bethune-Cookman College. This recent promotion was partial attributed to his effectiveness as a professor, evidenced by the 95% increase in his students’ performance in math and science since he began teaching in 1983. More information can be found at www.bethune.cookman.edu

Nova Southeastern University Hosts CPR Day

Goal is to Train 1,000 People Locally to Save Lives

FORT LAUDERDALE, FL - The College of Osteopathic Medicine at Nova Southeastern University will host the 4th Annual “CPR Day” on Saturday, April 27, 2002, 8:00 a.m., - 5:00 p.m., on NSU’s Main Campus, 3200 S. University Drive, Davie. The Broward County goal is to train 1,000 people in Cardiopulmonary Resuscitation (CPR) and use of the Automated External Defibrillator (AED) machine.

CPR Day is a joint effort between the American Heart Association and the Florida College of Emergency Physicians. The purpose of the event is to reduce the number of lives lost from cardiac death by educating people about the “Chain of Survival,” the four-step process of providing treatment to victims of sudden cardiac death.

Hundreds of volunteer lifesaving experts will teach people to administer CPR simultaneously in six cities statewide, including Fort Lauderdale, Naples, Sarasota, Manatee, St. Petersburg, and Tampa. Governor Jeb Bush and Broward County Commissioner Ilene Lieberman will officially proclaim April 27 as “CPR Day,” as the state attempts to train 6,000 Floridians. During the past three years that CPR Day has been held, nearly 18,000 event participants have been trained as “Heartsavers.”

“Everyone should spend two hours learning CPR,” said Maureen Campbell, D.O., medical director of EMS Education and Training for NSU’s College of Osteopathic Medicine (NSU-COM). “The skills are easy to learn, and they may make the difference of life and death for a person suffering from a sudden cardiac death.”

On CPR Day, NSU-COM medical students will oversee stroke-screening evaluations with blood pressure and pulse checks. Local Fire Rescue units will be on hand to provide tours of their fire and EMS apparatus. The first two-hour class begins at 8:00 a.m., and continues all day. The last class begins at 2 p.m., with additional pediatric demonstrations available. Children ages 8 years and up are welcome. Registration is not required. Participants will receive a free key chain pocket facemask (used for rescue breathing).

For more information about CPR Day, call 1-800-477-5395.
Comedy Central (R) Wants You! (If You’re in College and Have a Video Camera) to Aid in the Production of “The College Show”

A Pilot for the Network to be Created and Produced by Harold Ramis

Students Can Log On To www.comedycentral.com For Complete Details Of Assignments And Entry Information. All Submissions Must Be Received By Friday, April 19.

NEW YORK – (COLLEGIATE PRESSWIRE) – Mar. 11, 2002 – Popular, funny, 24-hour cable network known for pushing the envelope and trying new things, seeks outgoing, clever, witty college students. Must have access to video camera and be willing to accept specific assignments from legendary writer/director/producer/actor to create the pilot for aforementioned network. Not looking for long-term relationship. Serious inquiries only.

Harold Ramis (Animal House, Ghostbusters, Stripes) has teamed up with COMEDY CENTRAL to produce a half-hour pilot called “The College Show” best described as Animal House meets “America’s Funniest Videos.” The pilot will be based on unique and challenging video assignments issued by Ramis to college students across the country.

The assignments, currently available on comedycentral.com, are intended to document all the insane aspects of campus living and range in content from academia and athletics to sex and sororities. Examples of the assignments include: find the nastiest professor and document their weirdness; find the funniest person on campus and capture him/her in action; show the most interesting place students go to “hook up” or interview people making their way back to the dorms from their “walk of shame.” All submissions must be received by April 19.

“The College Show” pilot will feature a host (TBD) who will present the best and worst of the collegiate clips in front of a live studio audience. The host will also be joined by an in-studio guest sharing his/her most memorable moments from college. At the end of the show, the host will arbitrarily choose a favorite clip and reward one lucky student with prizes and a fraternal pat on the back.

Harold Ramis was born in Chicago and received a bachelor’s degree from Washington University in St. Louis and returned there in 1993 to receive an honorary Doctorate of Arts. He got his start in comedy in 1969 at Chicago’s famed Second City improvisational theater troupe where still employed as associate editor at Playboy. In 1974, he moved to New York to co-write and perform in “The National Lampoon Show” with fellow Second City graduates John Belushi, Gilda Radner and Bill Murray. By 1976, Ramis was the head writer and a regular performer on “SCTV,” Second City’s much acclaimed television series.

Ramis’ Hollywood breakthrough came in 1978 when he co-wrote the blockbuster comedy National Lampoon’s Animal House with Doug Kenny and Chris Miller. His other films include Analyze This, Multiplicity, Groundhog Day, Ghostbusters I and II, Caddyshack and Bedazzled.

COMEDY CENTRAL, the only all-comedy network, is currently available in over 78 million homes nationwide. COMEDY CENTRAL, a registered trademark of Comedy Partners, is a 50-50 joint venture of Time Warner Entertainment Company and Viacom. COMEDY CENTRAL’s Internet address is http://www.comedycentral.com.

McGraw-Hill Higher Education to Partner With The New York Times


1) A discount Student Subscription Program - With the purchase of a McGraw-Hill textbook, students will qualify to receive a print or online subscription to The New York Times at a discounted rate of $20 for 10 weeks. The student subscription will run Monday through Friday. McGraw-Hill sales representatives will be able to specially create these book/subscription combinations for professors across all the disciplines in which McGraw-Hill publishes.

2) The New York Times Headline Feeds - The second pass along value to students is that the McGraw-Hill Higher Education Online Learning Centers (Web sites created to coordinate with nearly all of the available McGraw-Hill texts) will receive a New York Times Headline feed. The headlines will link back to The New York Times’ Web site, NYTimes.com/college, where full text of the articles will be available at McGraw-Hill co-branded pages. The feed will be updated daily, reflecting breaking news coverage relevant to the specific content/discipline feed. This feed will be vetted by academic course. Once students link to the article they will have other search options available to them, including The Times’ archives by topic. The Web feed/online initiative is expected to roll out in April; the student subscription program should be available this summer.

“I am very excited about the value we create by combining these two brands,” said Craig Beytien, vice president of e-market development for McGraw-Hill Higher Education. “This arrangement is in keeping with the McGraw-Hill Education’s commitment to being at the forefront of utilizing new technologies and alliances to provide our students and professors with leading-edge information across all the platforms in which they want to access it.”

April 17, 2002

World News 3

The Knight is still looking to hire Sales Representatives for our Business Department.

Please send all resumes to:

The Knight Newspaper

ATTN: Business Department

3301 College Avenue

Fort Lauderdale, FL 33314

(954) 262-8455

QuOTES OF THE Bi-MONTH:

“Imagination is more important than knowledge. Knowledge is limited. Imagination encircles the world.”

“The pursuit of truth and beauty is a sphere of activity in which we are permitted to remain children all our lives.”

- Albert Einstein
FORT LAUDERDALE, FL. — Nova South- eastern University’s Shepard Broad Law Center has announced the second class of students to begin an online master’s degree program in health law (MHL).

This unique intensive graduate program is designed to educate non-lawyer health care professionals about health-related legal issues. The skills learned can be applied to the job responsibilities of health care professionals and will help them to communicate with lawyers more effectively.

Current students hail from seven different states and work in such areas as nursing, risk management and quality improvement.

The master’s in health law is a two- year program taught almost entirely over the Internet. Short residential sessions each year add another dimension to the learning experience. Designed for working professionals, the MHL is created for full-time practitioners, administrators, military personnel, nurses and leaders in the health care industry.

To be accepted into the program, students must hold a bachelor’s degree and work in the area of health care, insurance, or managed care.

The MHL program has received acquiescence from the American Bar Association. The program also complies with all applicable rules of the Southern Association of Colleges and Schools.

For more information, contact the Office of International and External Programs at (954) 262-6161 or mhl@nsu.law.nova.edu. Additional information, including applications are available on the program Web site at www.mhl.nsu.law.nova.edu.

Alternative Medicine: Using Medicinal Herbs

By Ira Naiman, RPh, PharmD, Pharmacy Manager Contributing Writer

FORT LAUDERDALE, FL. — Welcome back to our column. Last issue we introduced ourselves to all of you who were not aware that a fully licensed Pharmacy is located next to the Ziff Health Center, facing University Drive. We serve students, employees and the general public. The Pharmacy is owned by NSU, staffed by NSU employees and accepts most insurance plans.

Last issue we discussed some of what “alternative medicine” is, and presented some information about homeopathy. Boiron, (www.boiron.com) the world leader in homeopathic medicine, was introduced and we commented on some of its products.

Today, we will look at another area in the “alternative” sphere, the use of medicinal herbs, which is also called herbal medicine. What are medicinal herbs? Simply stated, it’s the use of various parts of a plant (roots, stem, leaves, etc) that have active chemical components, to treat a medical condition. The use of herbs as medicine dates back thousands of years to the beginning of man. All the ancient civilizations used plant life to try to fight illness and to maintain health.

As you may recall, homeopathy also uses plant life (albeit in very small concentrations), as well as animal and mineral extracts. In herbal medicine, we are looking at higher doses of the chemical components found in various plant parts. Also be aware, herbal medicine shares in the controversy that surrounds all “alternative medicine.”

LOW IMMUNE SYSTEM

Let’s look at some of the herbal products stocked in NSU Clinic Pharmacy. Probably the most famous herb is Echinacea. Echinacea comes in solid and liquid forms. It has been used for the common cold, flu, infection and low immune system. Studies have been done showing stimulation of various white blood cell components, which presumably lead to its positive effects.

Various parts of the plant contain a myriad of chemical constituents. By the way, there are several species of Echinacea also. This leads to the question (part of the controversy): how do I know I’m getting what the label says?

The answer: deal with only reputable suppliers. In the NSU Clinic Pharmacy we stock PhytoPharmica, (www.phytopharmica.com) products. They voluntarily follow FDA manufacturing practices and are open to inspection. Makers of herbs are not scrutinized like makers of prescription medication, so a company like PhytoPharmica is unusual. In addition to regular Echinacea, they make a combination product called Esterex®. I have used this product (in the name of science and with a great desire not to get sick when everyone else around me is), and found it to be effective.

HIGH BLOOD PRESSURE

Another herb used for centuries is garlic. Historically and in folklore, garlic has been used for cough, hypertension, diabetes, atherosclerosis, hysteria and much more. In the modern era, garlic has been suggested for use in lowering cholesterol, lowering blood pressure and inhibiting platelets in the blood from sticking together.

In picking a product, it’s very important to use one that has 10mg of allicin, or 4000 mcg of allicin potential. If the product doesn’t have garlic in its proper form, you will not benefit from it.

For those who are too shy to ask about the “social implications” of a decent dose of garlic, fear not, it comes in coated tablets that dissolve in the intestine, so no odor is evident. Garlicin® 4000 is a product that meets the requirements.

SLEEPLESS NIGHTS

I sometimes have trouble getting to sleep (I’m married, I have a 21-year-old daughter at Florida State University that skydives, an 18-year-old son in high school with an active social life and 3 dogs). Believe me, I sometimes have trouble getting to sleep.

Instead of using prescription medication, I use the herb valerian. Valerian is used primarily for insomnia, but sometimes for stress and anxiety. Within 30-45 minutes I’m relaxed enough to sleep, and I don’t experience the “morning hangover” people sometimes experience using prescription medication. To be cautious, I wouldn’t take valerian before doing tasks that require focused attention (i.e. driving, operating machinery) or in addition to other prescription sleeping medication.

The above is just a small taste of the dozens of medicinal herbs available. Sometimes you’ll find that conventional vitamin makers are adding herbs to their vitamin preparations. Items such as ginkgo biloba (for memory, blood flow), grape seed (antioxidant), ginseng (for stress, fatigue) and saw palmetto (for benign prostatic hyperplasia) are added. PhytoPharmica has a line of vitamins, and herbs, male and female specific products for teenagers, for adults and the over 45 crowd.

For those interested in more information about herbs used for medical conditions, two great books are: The Healing Power of Herbs, by Michael T. Murray, and The Encyclopedia of Natural Medicine, by Michael T. Murray and Joseph Pizzorno.
Beastie Boy says, "No Sleep 'til Alaska ... is safe."
(A letter from Mike Diamond regarding the potential destruction of Arctic National Wildlife Refuge)

Dear Friends,

Please join us in a reckless energy plan from passing the Senate. Instead of solving the challenges posed by America's demand for energy, this shortsighted plan proposes that we develop some of the last pristine wilderness left in America, the Arctic National Wildlife Refuge.

We cannot let this happen. We are beginning our actions on February 11 and we will not stop until a real energy bill is passed. Please join us in taking action now by sending your Senator a free fax at http:/www.saveourenvironment.org/miked

This dangerous energy plan has already been passed by the House of Representatives and was written with the help of oil industry lobbyists. The Senate is our last line of defense. If we do not act now, our world will be forever changed.

There are alternatives. Senate Majority Leader Daschle has introduced an energy bill that would jump start investment in clean electricity, increase fuel efficiency of cars and trucks, and does not open places like the Arctic to harmful drilling.

This bill includes a "renewable portfolio standard," which would require utilities by 2020 to increase by 10 percent the electricity generated by wind, solar, and other forms of renewable power. In fact, many scientists believe that it is technologically and economically feasible to reach a 20 percent increase by 2020.

And by raising the fuel economy standards for new cars, SUVs, and trucks to 40 miles per gallon, we would save 4 million barrels of oil a day by 2020. That is more oil than we import from the Persian Gulf each day and could expect to get from drilling in the Arctic National Wildlife Refuge, combined!

Now, we need your help in convincing the Senate to protect the Arctic National Wildlife Refuge and support a real energy plan.

Sincerely,


Save Our FRAG!

TO: All NSU students
FM: President Ray Ferrero, Jr.

Please take a few moments to read this important message.

We face a real and alarming threat to the heart of independent education in Florida – the inclusion of “for profit” universities to receive your FRAG dollars.

The 1995 Legislature agreed to a three year plan to increase the tuition assistance to in-state students at Florida’s independent colleges and universities. The plan was based on a formula that would raise assistance grants to a level equal to 40 percent of the state’s subsidy of the cost of educating undergraduates at our public universities.

The Florida Resident Access Grant, or FRAG, would be about $3,000 today if the Legislature had followed through and fully funded the plan. Sadly, students still have not received the fully funded FRAG they were promised.

Economically speaking, the FRAG is the best education investment the state could make during these budget-crunching times. By providing Florida students with an alternative to the State University System, the FRAG saves the state over $6,000 per student annually (or $228 million a year).

While we managed to escape the fall 2001 special session without a cut to the existing FRAG allocation, the Legislature did not fund the increased growth in students.

So we have experienced an actual reduction in assistance.

There is now a move underway in the Legislature that would permit “proprietary schools” (for-profit universities) to participate in the FRAG. Unlike this school and other independent institutions that were established and operate with the primary mission to educate as “not-for-profit,” a proprietary school’s chief aim is to turn a profit for its private owners.

If this attempt is successful it would have an effect on the future of the FRAG, immediately reducing the grant by as much as 65 percent.

If you would like to join the fight to save the FRAG, register at www.SaveOurFRAG.org.
South Florida Leadership Conference: Renew, Rejuvenate, Recommit

By Casey Elise Zagaria
Contributing Writer

FORT LAUDERDALE, FL — On Saturday, January 26, 2002, student leaders from colleges all over South Florida convened for the purpose of learning, sharing and enhancing their undergraduate experience.

Over 100 student leaders and professional staff from NSU, Barry, Florida Atlantic University, Florida Memorial College, Johnson and Wales, Lynn University, Northwood University, Palm Beach Atlantic and St. Thomas University were in attendance.

Those present were treated to a Continental breakfast from 9-9:30am in front of the Mailman-Hollywood building as they arrived to check in for the Conference.

Director of Student Development and Special Events Kenny Hendrickson welcomed the attendees once they were seated in the Mailman Auditorium.

Dean of Student Affairs, Dr. Brad Williams, then addressed the audience and introduced the keynote speaker, distinguished NSU alumnus and current Shepard Broad Law School Professor Cleveland Ferguson Jr., Esq.

First, Professor Ferguson conducted an icebreaker that miraculously lined up every person in the order of his or her date of birth, in less than seven minutes. He then outlined four key concepts that Dean Williams taught him during his time with the Office of Student Activities and Leadership Development: "Vision, Articulation, Empowerment, and Follow-through."

Drawing from his own experiences at NSU's only two-term elected SGA President, Assistant Director and Director of Student Activities, Professor Ferguson inspired and challenged each student to continually "renew, rejuvenate, and recommit" to their leadership positions, remaining the central theme of the conference.

Later, he commented on the conference as a whole: "The representation by south Florida schools was incredible. I hope the energy that comes from this conference will be tapped into throughout the year. Now student leaders realize they have peers they can turn to and rely upon from more than a dozen other colleges and universities. They should use these newfound resources to empower their student bodies to create more service-oriented student bodies."

After the introductions, the conference continued with two Breakout Sessions held in the new Library, Research and Information Technology Center.

For the first session, student leaders chose from one of the following topics: "You Mean You Actually Get Paid for This? Careers in Student Affairs." NSU Dean of Student Affairs Dr. Brad Williams gave an in-depth overview of the Division of Student Affairs. He included graduate preparation, graduate assistantships, and other programs designed to provide a rewarding career in the field.

"Conflict and Mediation: Conflict as a Catalyst for Change"

Dr. Judith McKay and several of her students from NSU’s Graduate School of Humanities and Social Sciences showed students an interactive look at conflict and mediation.

"The 3X's of Icebreakers-excite, exhilarate, experience"

Students joined FAU Professional Staff in examining new versions of old games and came away with a better understanding of the importance of team development.

"Relaxation Labyrinth"

FAU Professional Staff put on their state and national award-winning program that students could re-create on their own campus.

"Careers in Student Affairs"

Terry Mena emphasized the vocational dimension of the field, especially from the following:

- "Conflict Analysis,"
- "Watching that light go on is a rewarding experience, and that's what it's all about," says Mena.
- "It's just a really great experience, and I haven't found the words to articulate it."

Breakout Session Three was from 2:15-3:30 back at the Library. In addition to Dean Williams' presentation from Session One, students could attend:

"Creating a Student Affairs Portfolio" - Terry Mena helped participants organize their professional and personal experience into a well-balanced student affairs portfolio and functional curriculum vitae.

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This Bi-Month's Knight in Shining Armor: Dr. Kate Waites

By Noelle Barrera
Contributing Writer

FORT LAUDERDALE, FL — A movie buff who calls being a grandmother "guilt-free fun" and is dedicated to women's causes and her students. She is none other than the beloved Liberal Arts professor Dr. Kate Waites.

What distinguishes Dr. Waites from her peers is that it is so apparent that she actually cares about her students in more than just academic ways, about her family, and about her causes, especially that of women. She is truly passionate about doing good unto others and bringing out the best in people.

Among the courses she teaches at the Farquhar Center are "Dramatic Interpretation" and "Gender Studies." She began teaching in '79, while working towards her doctorate at the University of Nebraska. Even so, she did not start out wanting to be a teacher and worked in other fields such as social work before allowing her love for literature and learning to draw her back to school.

"I had no idea I would be a teacher," says Waites. "From the moment I started teaching, I thought, 'Ah, this is where I'm supposed to be, this is what I should be doing', An 'aha' experience. It just felt right.

"For myself, as a young person in college what was most exciting for me was learning, and feeling my mind expand. To facilitate that in other people such that they can have that experience is a wonderful vocation."

Not surprisingly, what Dr. Waites enjoys the most about teaching are the students. What is surprising is that she loves learning along with her students. She feels that teaching is learning, and as a teacher she is also a student.

"Watching that light go on is a rewarding and invigorating experience, and that's what it's all about," says Waites. "You feel like you can make a difference. Not that you have to impart, necessarily, the things that you believe and care about, but the things you believe, care about, and value inform what you're sharing. And that has an impact on students. And they bring themselves to that, and then they create something. It's just a really gratifying experience, working with students."

Besides her passion for students and learning, Dr. Waites has discovered that one of her favorite things in life is being a grandmother. She has two grown daughters, one of whom is married and has two children of her own.

"[Being a grandparent] is guilt-free fun," she says. "I think as a parent you're so concerned about doing the right thing and you have the added pressure of finances and other things. On the one hand, it is a different phase in life, but also I think you can just enjoy them as people. It's just a really great experience, and I haven't found the words to articulate it. When you're a parent, sometimes you get too caught up in the everyday, getting them to school, getting them dressed, getting them ready, paying the bills. Although I have to say, I am really proud of my daughter because she is really aware of being a

See Knight, Page 19
New LRP Publications Book Says Colleges & Universities Fail to Provide Service - and Education - Students Deserve

PALM BEACH GARDENS, FL - (BUSINESS WIRE via COLLEGIATE PRESSWIRE) - Mar. 18, 200 - A billion-dollar industry with no customer service.

That loses up to 12 percent of its customer base annually, because of poor service, but does little about it. That puts employees' desires before customers' needs. That believes its customers want to be cheated.

"That's the condition of most of American higher education," said Neal Raisman, Ph.D., author of Embrace the Oxymoron: Customer Service in Higher Education.

Colleges and universities have been existing with no real concern to the care of their customers - students - for years, according to Dr. Raisman. "Many claim they do care," he said. "After all, they have student services offices and even create short-lived student programs. But the reality is, many college employees still believe the adage, 'This would be a great place to work if the students weren't here.'"

And their indifference has caught up with them.

"Students and their parents are paying increasing tuition payments and getting less on their investments," Dr. Raisman said. "And in a service industry like college, that translates into the education itself." Long-term, poor service affects our society, culture, economy and future by graduating poorly educated citizens and workers, according to Dr. Raisman.

In the first book published on the issue of customer service in higher education, the former college president investigates how colleges and universities treat and mistreat students - and what can be done about it. In the 191-page book, he discusses:

- How administrators have allowed students to become undervalued and even overlooked.
- How a lack of customer service affects the bottom line - in lost enrollments, transfers and low return on investment and future donations.
- What good colleges do to make students feel valued.
- The 12 principles of "Good Customer Service" in education.
- The "Field of Dreams" syndrome in college marketing: "If we build it and offer some classes, they will enroll."
- What a customer service audit is and how it can help a college understand what it can do to improve the experience and education for students.

Embrace the Oxymoron: Customer Service in Higher Education is available for $39.95 plus $4.50 shipping/handling. To order or for more information, call 1-800-341-7874, ext. 347, or access www.lrp.com/store online.

With offices in Palm Beach Gardens; Horsham, Pa.; and Alexandria, Va., LRP publishes various resources for higher education professionals including Enrollment Management Report, Campus Legal Advisor and Title IX Compliance Bulletin for College Athletics.

About the author: Neal Raisman, Ph.D., is president and founder of AcademicMAPS (Marketing, Advertising & Positioning). Dr. Raisman was president of SUNY Rockland Community College in Suffern, and SUNY Onondaga Community College in Syracuse. He also served as an associate provost at the University of Cincinnati, a dean and a faculty member.

He was a Fulbright Fellow in France where he worked with French administrators on faculty development. He has authored 64 publications, appeared on Good Morning America, CNBC, and speaks and consults nationally and internationally on academic and marketing and advertising issues.
Life moves you in many directions.


All plan to use AT&T to keep in touch.

Take AT&T along with you...and arrive with up to 4 hours of calling on us!

It's time to plan your next move—-who you'll room with, what classes you'll take...how you'll stay in touch with all your friends. Ask for AT&T when you sign up for phone service and then add the AT&T College Plan.

Here's what you get with the AT&T College Plan:

- All direct-dialed domestic calls are just $0.50 a minute, all the time, including state-to-state, in-state long distance, and local toll calls—a all for a low monthly fee** of $3.95
- Up to 4 hours of calling on us—-just for signing up
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and staff of the South Florida Education Center (SFE) which includes Broward Community
College (BCC), Florida Atlantic University (FAU), Broward Technical College, Nova Southeastern University (NSU) and the University of Florida.
More than a hundred years ago, Baha'u'llah, the founder of the Baha'i Faith, addressing heads of state, proclaimed that the age of maturity for the entire human race had come. The unity of humankind was now to be established as the foundation of the great peace that would mark the highest stage in humanity's spiritual and social evolution. Revolutionary and world-shaking changes were therefore inevitable.

The Baha'i writings state:

The world is moving on. Its events are unfolding ominously and with bewildering rapidity. The whirlwind of its passions is swift and alarmingly violent. The New World is insensibly drawn into its vortex...Dangers, undreamt of and unpredictable, threaten it both from within and from without. Its governments and peoples are being gradually enmeshed in the coils of the world's recurrent crises and fierce controversies...The world is contracting into a neighbor. America, willingly or unwillingly, must face and grapple with this new situation. For purposes of national security, let alone any humanitarian motive, she must assume the obligations imposed by this newly created neighborhood. Paradoxical as it may seem, her only hope of extricating herself from the perils gathering around her is to become entangled in that very web of international association which the Hand of an inscrutable Providence is weaving.

The American nation, Baha'is believe, will evolve through tests and trials to become a land of spiritual distinction and leadership, a champion of justice and unity among all peoples and nations, and a powerful servant of the cause of everlasting peace. This is the peace promised by God in the sacred texts of the world's religions.

Establishing peace is not simply a matter of signing treaties and protocols; it is a complex task requiring a new level of commitment to resolving issues not customarily associated with the pursuit of peace.

Universal acceptance of the spiritual principle of the oneness of humankind is essential to any successful attempt to establish world peace.

Racism, one of the most baneful and persistent evils, is a major barrier to peace.

The emancipation of women, the achievement of full equality of the sexes, is one of the most important, though less acknowledged, prerequisites of peace.

The inordinate disparity between rich and poor keeps the world in a state of instability, preventing the achievement of peace.

Unbridled nationalism, as distinguished from a sane and legitimate patriotism, must give way to a wider loyalty, to the love of humanity as a whole.

Religious strife, the cause of innumerable wars and conflicts throughout history, is a major obstacle to progress. The challenge facing the world's religious leaders is to contemplate, with hearts filled with compassion and the desire for truth, the plight of humanity, and to ask themselves whether they cannot, in humility before their God, submerge their theological differences in a great spirit of mutual forbearance that will enable them to work together for the advancement of human understanding and peace.

Baha'is pray, "May this American Democracy be the first nation to establish the foundation of international agreement. May it be the first nation to proclaim the unity of mankind. May it be the first to unfurl the standard of the Most Great Peace."

During this hour of crisis, we affirm our abiding faith in the destiny of America. We know that the road to its destiny is long, thorny and tortuous, but we are confident that America will emerge from her trials undivided and undefeatable.

National Spiritual Assembly of the Baha'is of the United States.

For more information and for a free copy of the booklet *The Promise of World Peace*, please visit our web site at [www.uc.baha.org](http://www.uc.baha.org) or call us toll free at 800-77.UNITE.
Rollerball: Joining the Ranks with the XFL as another Failed Sports Concept

By Dennis Heard
Arts and Entertainment Editor
spyboyxxx@aol.com

FORT LAUDERDALE, FL—What is the biggest thing in sports entertainment in 2005? No, it is not any of the Rock's body parts. It is the extreme ultra-violent sport known as "Rollerball," according to the pen of William Harrison's original 1975 screenplay re-adapted by the prolific and special effects smart-guy director John McTiernan ("Terminator," "The Thomas Crown Affair").

"Rollerball" is the bedtime story of a thrill-seeking NHL-hopeful, Jonathan Cross (Chris Klein), that is propostioned by longtime friend Marcus Ridley (LL Cool J) to give up his pipe-dream of making it in the NHL, and go for the real money in the highly dangerous sport of Rollerball.

A swift run-in with the law seals the deal and Jonathan jumps on a plane to economically destroy and corrupt Kazakhstan and to begin playing the game of his life ... and quite possibly cement his death. Please beware, I made this movie sound almost too appealing. I have seen better action watching two five-year-olds slapping each other at my niece's preschool.

The way over-dramatized cinematography muddled up every good chance of a decent action scene. The only fairly pulse-raising bit was the street luge race down San Francisco; however, just hold tight at home because the race is completely given away by the trailers on television. There were not many tricks up Rollerball's sleeve—at all.

Obviously, moviegoers should not enter the theater expecting an "American Beauty" type story line. In the age of fast-food, this story line gets you in, dazzles you for about 45 seconds, and leaves you free to go.

It is just like McDonald's furniture: it is there to make you comfortable for about 10 minutes and then have you on your way five dollars-or-so poorer.

The only good things about this movie were a few mildly exciting one-liners and Aurora (Rebecca Romijn-Stamos) half-nude. Men and women alike are able to get a glimpse of this wonderful example of the flawlessly crafted architecture of the female form (sorry Uncle Jesse, but you had Aunt Becky anyway), but then again, one could also pick up any European modeling magazine for that and more as well (thank goodness for the female sex for they make the world such an attractive, humane and nice-smelling place. But I digress).

In other words, this movies get a two out of 10 rating. That is right, a lowly shiny pair of Rollerballs is the only kind of point this movie scores. It seems there are better things people could be doing with their time.

Make More Money This Summer
New book offers "GREAT TIPS" for waiters and waitresses

SIDNEY, NY—(COLLEGIATE PRESSWIRE) Mar. 25, 2002—Hoping to earn $10, $15, even $20 an hour this summer? Forget the fast food counter. Skip the New book offers GREAT TIPS for waiters and waitresses to join the ranks with the XFL as another Failed Sports Concept strip mall stores. Read this article, then head to join the team."

Real Interview Questions” in disguise. "Tell me about yourself.” "Why do you want to be a waiter/waitress?" "What are your strengths and weaknesses?" Possible Answer: "I'm the type of person who enjoys the highs and lows of dealing with people. I like the comfort of an established routine mixed with new challenges. Working here would give me all of that and I would give my all to your heart of excellent restaurant service: Every restaurant's goal is to make a profit. For that to happen, customers must enjoy their dining experience and tell their friends.

Getting a job in a restaurant is no different than working there. Simply dropping off a resume or filling out an application will not get you the job. You must demonstrate that you will do what it takes to succeed. Start by finding the manager and talking to him. And be prepared. Bring two pens and the names and phone numbers of three people who can give you good recommendations.

The person doing the hiring does not want to spend day after day interviewing people. Since you are his next applicant, he hopes you are "the one." With that in mind, when you approach the boss for your interview, smile big.

As you walk through the restaurant smiling, remember—most employers make the decision not to hire someone within the first five minutes of the interview. The next three actions will greatly improve your chance for interview success. First, take a deep breath. Next, walk tall. Finally, pause as you approach the person conducting the interview, look right into his eyes, and clearly introduce yourself with something like: "Congratulations on opening your new restaurant. My name is Millie and I'd like to help make your new place a great success." Or, "Good afternoon. My name is Bill. I've heard great things about this place. I've come to join the team."

When the interviewer speaks, listen carefully. Here are some standard restaurant interivew questions. A little examination will show you they are "The Three Real Interview Questions" in disguise. "Tell me about yourself." "Why do you want to be a waiter/waitress?" "What are your strengths and weaknesses?" Possible Answer: "I'm the type of person who enjoys the highs and lows of dealing with people. I like the comfort of an established routine mixed with new challenges. Working here would give me all of that and I would give my all to your..."
A Night at the Symphony: "An American Celebration"
Florida Philharmonic Orchestra
Broward Center for the Performing Arts

By Noelle Barrera
Contributing Writer barreran@nova.edu

FORT LAUDERDALE, FL — On a certain special holiday in February, I took a friend of mine to a Florida Philharmonic concert held at the Broward Center for Performing Arts. He had never experienced a live symphonic concert before, and I hadn’t been in a long time myself, so I thought it would be a good opportunity for both of us to have a "cultural" experience.

The mood of the evening was tranquil, in sharp contrast to the loud party atmosphere that usually accompanies us as we visit the bars and clubs only a half block away on Las Olas Boulevard. For the first time in a while, it seemed that we could actually enjoy the beauty of the downtown Ft. Lauderdale area without being overwhelmed by the pulsating party rhythms that usually accompany our Friday and Saturday nights there.

As students, my friend and I took advantage of the special ticket rate of only $5 each. For that oh-so-fair price (it pays to be in school), we sat right in the center of the second row from the stage. From this incredible vantage point, we could see the intense expressions on the faces of the musicians, and their slight changes in movement as they produced amazing sounds from their instruments. The problem, however, of sitting so close was that all we could see were the stringed instruments. From father back, we would have been able to see the whole orchestra and still have heard it just as well, if not better.

Beginning with the opening notes of the first piece, my friend was completely floored. For the first time in his life, he watched and listened to the passion of a live orchestra playing right in front of him. The opening tunes were not too familiar, but beautiful nonetheless. That night’s concert was called “Celebrate America” and featured a wide range of arrangements that represented the different American voices from various periods.

Given by Schram, the piece was also performed by the Boston Pops during the Olympic opening ceremonies, with the monologues read by actual former presidents. I am sure that the Florida Philharmonic’s rendition with Sykes reading the parts was just as impressive, for it succeeded in reminding us in a powerful way of our proud and also not-so-proud history as Americans.

The entire evening was in a word, edifying. My friend could not believe he had lived his whole life and never experienced anything quite like it. What lingered in our thoughts as we exited the hall and continued on our way were the heavenly melodies of the harp, the low rumbles of the timpani, and the colorful sounds of mallets hitting the xylophone and bells. In only a few minutes, we had undergone a transformation of mind and of our sensory organs. Now, we could truly appreciate the subtle sounds of violin bows lightly hitting the strings, and the nuances in volume produced with only slight changes of the diameter of a baritone’s mouth.

Just as an aside (here is where I begin my personal tangent), as much as I love dance music, I cannot believe it is absolutely necessary for there to exist at least five radio stations that feature it and none that feature classical music. To educate those who don’t already know, that new station that is playing on everybody’s radio, Dance 93.1, was used to be South Florida’s classical music station WTMJ, which ceased to exist on January 1, 2002. Apparently, having a dance station that plays only “four commercials an hour” is more lucrative than WTMJ could ever be. Considering how many people live in the tri-county area alone, who are all within the range of this station, it is a sad reflection of how culturally challenged we are.

As a South Florida native, I am proud of the many cultures represented here, but I cannot be proud of our dearth of a strong cultural scene. The sickly ghost of one that does remain continues to do so with a fledgling following and limited support. Amazingly, there is more to good live entertainment than just South Beach DJ’s, rock bands at local bars, and professional sports games. I admit, there is something addictive about letting my body groove to the fast rhythms and pulsating beats of dance. Yet, I also have to say that classical music has the effect of sanitizing and refreshing my mind, while the unselective sensuality of the club scene makes me just want to take a bath.

I encourage anyone reading this to take advantage of the great deals available to students and go to a Philharmonic concert. I promise you won’t fall asleep, and that you will thank me afterward. Check out the Florida Philharmonic at www.Flstate.gov or call the Broward Center for the Performing Arts box office at 1-800-564-9539, or check out their website at www.curtainup.org. Another great site is for the Florida Grand Opera, found at www.fgo.org.

Humor That Should be Illegal
By Dennis Heard
Arts and Entertainment Editor spbybxxx@cox.com

FORT LAUDERDALE, FL — The idea of being involved in law enforcement had never crossed my mind, but for five minutes after watching Super Troopers, laughing and joking with my cronies, all of us pictured ourselves joining the force. In reality, we were all just having a good time.

Super Troopers is the story of five good-natured, dim-witted Vermont state troopers with a affinity for practical jokes trying to save their jobs and out-do the local police department by solving a crime.

The storyline was the typical “if-we-don’t-change-we’ll-lose-the-(insert noun here i.e., orphanage, precinct, baseball field, etc.), but anyone who enters the theaters expecting a riveting tale has probably had a lobotomy. Between breaths and through his laughter a friend says to me, “What the heck is going on here?” Neither of us really had a clue, but it was too funny to care.

Super Troopers is a film where one just turns off the brain and lets the answering machine pick for the next two hours. Filled with juvenile pranks, wonderfully timed foul language, sight gags galore and typical teen-college student humor, the movie was hilariously good. I was in perfect company with a few of my friends out for a brainless and amusing time on a boring Wednesday night in suburbia.

However, it would probably not be a good idea to make Super Troopers a part of a dinner and a movie date with that cutie in Chem lab you’ve been meaning to ask out. All in all, it is a good way to have fun with anyone you enjoy making merriment with.

The overall rating for this cop flick is six-and-a-half out of 10 nightsticks. The comedy is a bit more enjoyable when there is a point to investing two hours in a dark room gazing at a screen, but this decent, above average and memorable tasteless comedy invoked a fair amount of chuckles out of me.

Enjoy this? Look into "Road Trip" (Dreamworks), "Airplane" (Universal) Not Another Teen Movie" (Sony Pictures)

It achieved its goal of trading a good time for a measly 600 pennies. After all, isn’t that what the "entertainment" industry is all about?

Your honor, the defense rests.
Needing an Ice Pak After "Ice Age"

By Dennis Heard
Arts and Entertainment Editor
SpyboyXXX@aol.com

FORT LAUDERDALE, FL — First, let me get things rolling by saying how little I miss my nieces and only nephew immensely, Arts and Entertainment Editor 30 children under the age of 10 and an obligation to say in my seat.

Some good parenting (I am a dreamer of mapped tale of a most unlikely herd of animals consisting of a xenophobic mammoth (Ray Romano), manipulative saber-toothed tiger (Denis Leary), and irritating sloth (John Leguizamo) and their plans to return a lost calcium fortified visually impressive bones. Go check out one of the other movies mentioned in paragraph four; don’t waste your time on this.

All the jokes were pure little kid humor. I’m not talking about sight gags. I’m talking about gratuitous “poop” and “mammoth-warmth is a meanie-wanie” jokes. The plot was straightforward and weak (see paragraph two and that’s it!). The closest idea to internal conflict was if the tiger should eat the sloth or not — exciting.

Additionally, the over-use of near-death experiences gave me a headache. When the first animal “died,” I was a bit upset, and when he came back, I felt a dash of joy. When the second one did the same I thought, “whoo … that was close.”

But the third time, I was annoyed. After a two-hour-long migraine, I give this film three out of 10 ice cubes. Technically speaking, great achievements were made; however there was no meat on these calcium fortified visually impressive bones. Needing an Ice Pak After "Ice Age"

WEST PALM BEACH, Fla., February 28, 2002 — Grammy-nominated rapper Ja Rule will perform Friday, May 3 at SunFest 2002. SunFest, Florida’s largest music, art and waterfront festival, will celebrate its 20th year May 1 through 5 in West Palm Beach.

Ja Rule exploded onto the music scene in 1999 with his debut album Venni Vetti Venci featuring the hit single “Holla Holla.” Since then, he has produced two more albums and several more hits including “Put It On Me,” “Between Me and You” and “I’m Real.”

Ja Rule received three Grammy nominations last night’s awards, including Best Rap Album for Pain Is Love. “Put It On Me,” by Ja Rule featuring Vita, was nominated for Best Rap Performance By a Duo or Group, while “Livin’ It Up,” by Ja Rule featuring Case, was up for Best Rap/Sung Collaboration.

Each year, SunFest features more than 50 performances by national recording artists and local musicians on three main stages. Performers previously announced for SunFest 2002 include Bonnie Raitt; No Doubt; the Doobie Brothers; Nickelback; Earth, Wind & Fire; Rick James; War; George Thorogood & the Destroyers; and The Knack.

SunFest’s complete entertainment schedule will be available on March 27 on the SunFest Web site. Visit www.sunfest.com for the latest entertainment updates as well as photos and sound bytes of the performers.

Advance discount tickets for SunFest 2002 are on sale now at www.sunfest.com; by calling 800-SUNFEST (561) 659-5980; and at the SunFest Store located at 525 Clematis Street in downtown West Palm Beach. Advance discount tickets are $12 for one day and $30 for a five-day pass — $5 off gate prices. Children 12 and under are admitted free when accompanied by an adult, courtesy of Washington Mutual. Special $5 opening night tickets, good only on Wednesday, May 1, are available at participating Cingular Wireless locations in Palm Beach, Broward and Martin Counties.

SunFest, Florida’s largest music, art and waterfront festival, will celebrate its 20th anniversary event May 1 through 5, 2002, along the Flagler Drive waterfront in downtown West Palm Beach.

SunFest of Palm Beach County, Inc. is a nonprofit organization based in West Palm Beach and is a Tourist Development Council Funded Project.

For more information about SunFest, visit www.sunfest.com or call 1-800-SUNFEST or (561) 659-5980.

New Book
Continued from page 11

customers.”

“What kind of experience do you have?”

“We get crowded. Can you handle a mob?”

“You have no experience. Why should I hire you?”

Possible Answer:

“I understand every restaurant’s goal is to make a profit. For that to happen I’ve got to insure every customer enjoys eating here and says good things about your place. I’m ready to do everything I can to make that happen.”

“Describe your ideal job.”

“Why do you want to work here?”

“How much money do you need to make?”

Possible Answer:

“I’m looking for the type of job where creating happy customers is rewarded. Each table is a chance for everyone to win. The customers have a great time. The restaurant makes money. And I get the tips and satisfaction of a job well done. I want to do that as often as possible.”

Read the sample questions again. Think about how they relate to “The Three Real Interview Questions” and the goal of every restaurant. Adjust the answers given to fit your situation and personality. Answer the questions honestly and take time to choose your words. Think about what you could say, but don’t over-rehearse. Your words should sound natural, not like lines from a script.

After you have answered two or three questions, look the interviewer in the eyes and say, “I would really like to work here. How am I doing?” Listen carefully to the answer. A good manager will be honest and tell you his impression of your strengths and weaknesses. If he decides not to hire you, don’t lose hope. Interviewing skills take practice and time to develop. Learn from this experience and you will be better next time. If he tells you something like, “So far so good,” be sure to smile and say, “Thank you.”

Use the interview as an opportunity to gather information and give the Decision Maker some positive ego strokes. Here are two great questions: “How did you get started in this business?” “What is your favorite thing about the restaurant business?”


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Financial Aid
Knight Newsletter

Now is the time to apply for financial aid for 2002-2003! Are you wondering how you will pay for your classes and meet all your educational expenses? Before you begin to stress over your financial situation, apply for financial aid. The earlier you apply, the more chance you have of being awarded prior to the beginning of your classes. Financial aid consists of grants, loans, federal work-study and scholarships, and, in most cases, is based on need. Financial need is the cost of attendance less the estimated family contribution (EFC), which is based on information provided on the Free Application for Federal Student Aid (FAFSA).

There are several steps in the financial process, as follows:

New or readmitted students must be accepted in the university as a regular, fully admitted student into an eligible degree-seeking or certificate program. Complete the Free Application for Federal Student Aid (FAFSA). The Office of Student Financial Assistance, through the National Center for Education Statistics (NCES), receives and processes the FAFSA. The advantages include a faster process (one week), a built-in edit to reduce errors, and an online customer service help button on each page of the online FAFSA form.

You (and your parent, if you are dependent) should request a Department of Education Personal Identification Number (PIN), which will eliminate the need for a signature page. If you include your email on the FAFSA website, you will receive information at your email address. You may also use the FAFSA “Follow-up” feature to keep track of your application.

Students may also complete the paper FAFSA, which is available upon request from the Office of Student Financial Services and Registration by calling 800-806-3680. It is also available at the One-Stop Shop, which is located at the Davie Campus in the Horvitz Administration Building.

Some important tips to remember as you complete the FAFSA are as follows: Make sure you use the 2001 federal income tax form when you complete the FAFSA. It is always important to check on your award status at least one or two months after applying for aid, and to meet all deadlines. Once you have been awarded, an Award Notice will be sent to you via your NSU email address. Please make sure you read the Terms and Conditions of the Award Notification accompanying your award notice.

Make sure you register for classes with at least the minimum number of credits based on the specific financial aid program eligibility requirements.

A refund will be sent to you if your financial aid award exceeds your university expenses. If your financial aid is not sufficient to cover your university expenses, you must pay the difference. If you do not pay your fees within 30 days after classes begin, you will be charged a $50 late charge. To expedite your refund, we recommend you sign up for direct deposit at www.nova.edu/cwis/bursar/forms/directdeposit.pdf.

In order to assure that you are receiving the maximum funding available, it is important to check out the various scholarships available to you. The Student Financial Services and Registration staff will be glad to assist you with any questions you may have regarding financial aid, bursar’s and registration and records. We are committed to providing excellent customer service and to ensure that your experience at Nova Southeastern University will have a positive impact on your future endeavors.

Deadline Dates for 2002-2003 Financial Aid

<table>
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<td>November 30, 2002</td>
<td>Priority deadline for national health service corporation scholarship</td>
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<tr>
<td>April 15, 2002</td>
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<td>May 15, 2002</td>
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Financial Aid
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Your Financial Aid Award. Notice For more information concerning policy, access, and instructions on the forwarding of the NSU email, students may go to www.nova.edu/cwis/financialaid.html.

WebSTAR (NSU’s Internet access to students) and your email account are the official means of communication for the Office of Student Financial Services and Registration. You may access WebSTAR at http://webstar.nova.edu with a User ID (usually your social security number) and your NSU WebSTAR PIN to log into the “Secure Area.” From WebSTAR’s secure area you can view your student status, financial aid status (including award and required/missing documents), transcript and grades, billing and payment information, registration schedules and personal information.

An NSU Authorization Form is now available for students to complete in order to avoid delays in registration due to unpaid obligations. Students may authorize NSU to: (1) apply Title IV financial aid funds to cover noninstitutional charges such as library obligations; (2) apply current Title IV financial aid funds to prior year obligations; and (3) permit disclosure of information to other individuals such as spouse, parent or significant other. You may access this form on the NSU Financial Aid Web site at www.nova.edu/cwis/financialaid.

The Mid-year Transfer Form is no longer required for students who are attending after the fall term due to the ability of schools to use the National Student Loan Database System (NSLDS).

State Cuts Funds for Summer Florida Bright Futures

In a Special Session this fall, the Florida Legislature cut Florida Bright Future Scholarship funds by $11,900,000. The reduction in the budget provided only enough funding for the fall and winter disbursements.

Students requiring additional financial assistance for the spring/summer terms may be eligible for federal loan funds, so be sure to contact your financial aid advisor for more information.

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NSU’S Huizenga School to Offer MBA with Concentration in Entrepreneurship

By Mara L. Kiffin
Contributing Reporter

FORT LAUDERDALE, FL— Owning and operating a business can be difficult for entrepreneurs who do not understand the opportunities and intricacies of free enterprise in America. To help facilitate that understanding and to nurture the entrepreneurial spirit, the Wayne Huizenga Graduate School of Business & Entrepreneurship at Nova Southeastern University has developed a new Masters of Business Administration program with a concentration in Entrepreneurship.

The program, which is scheduled to begin for the Spring semester in April 2002, is designed to give graduates the competitive advantage by providing them with the skills, knowledge, and confidence to become successful entrepreneurs. Additionally, students will build a portfolio of their projects that can be used for future job interviews, capital formation, or as a reference for real-life situations.

To earn the MBA with a concentration in Entrepreneurship, students must complete courses that deal with different aspects of owning a business. The program consists of a series of training modules: case studies that instruct students on initiating business ventures; and classes on developing business plans, understanding law and ethics as it pertains to business, and managing operations including inventory, marketing, and personnel. Course study includes: Entrepreneurship/Law and Ethics; Delivering Superior Customer Value/Entrepreneurship; Entrepreneurship/Venture Initiation; Entrepreneurship/Finance; Entrepreneurship/Management, and International Trade for Entrepreneurs.

Students who want to earn a MBA with a specialization in Entrepreneurship, or those who already have an MBA, will only have to take three additional courses: Entrepreneurship and Venture Initiation, Entrepreneurship/Finance, and Entrepreneurship/Management.

The program was developed with the input of the Huizenga School Advisory Board, an impressive list of business experts who understand the true meaning of free enterprise. They include: Keith Cobb, former CEO of Alamo Car Rental who successfully sold Alamo to Wayne Huizenga’s AutoNation. Cobb currently serves as a senior consultant to ANC Rental Steve Halmos, co-founder of SafeCard Services, Inc., the nation’s largest credit card services company. Jim Hilmer, retired executive who was the former senior officer and partner of one of the world’s largest advertising agencies, and former CEO of a successful Internet company.

Keith Koenig, CEO and co-founder of City Furniture, a $170 million premier South Florida retail furniture store. Carolyn Lee, vice president and managing executive of Northern Trust Bank. Tom Miller, CEO and partner with his brother in Miller Construction Company. Dave Murray, attorney and owner of David P. Murray, P.A., which specializes in high-end real estate and commercial lease and property acquisition. Paul O’Hara, formerly CEO of Precision Response, a public company. Helen Simon, owner and CEO of a financial investment firm, Personal Business Management, and an adjunct professor at NSU and FSU. Scott Smith, president and publisher of the Chicago Tribune.

Thomas Tworoger, former president and CEO of four Kenworth Truck locations, the first U.S. dealer to sell Japanese medium-duty trucks. Guided sale of $130 million company to Freightliner Corporation. Tworoger is a visiting professor at NSU. Steve Woods, partner in Keefe, McCullough, a regional public accounting firm, which specializes in acquisitions, taxes and investments.

The Wayne Huizenga Graduate School of Business & Entrepreneurship offers masters degrees in Accounting, Business Administration, Public Administration, International Business, Health Services Administration, Human Resource Management, and Taxation, and doctoral degrees in Business Administration, International Business Administration and Public Administration. Several of these programs are offered online or in the weekend format.

For more information about the MBA with a Concentration in Entrepreneurship, or any of the other programs offered at the Huizenga School, please call (800) 672-7223.

Things That Look Bad on Your Resume

1. I’m really keen to work for you, I hear the drugs are good.
2. I regret that I have no references. Unfortunately, every company I have worked for has since closed down.
3. I’ll kill myself if I don’t get a job.
4. I know where you live.
5. Any sentence beginning with “I was recently acquired.”
6. I’m really tall, so I think I’d be well suited to this job.
7. Happy faces.
8. By the way, I understand that you have unmarried daughters.
9. I’m confident that I’ll get this job. The voices told me.
By Jannie Luong
Contributing Reporter

MIAMI, FL (03/25/02) — Over 1,000 teams, 4,000 players and 100 hundred courts.

All competition, all fun, and no boundaries at NBA Hoop-It-Up.

On April 20, Miami-area hoopsters will have a chance to use their best street game techniques to show who is king on the courts of Pro Player Stadium.

Presented by the Miami Heat, NBA Hoop-It-Up offers fair and competitive 3-on-3 basketball action to players ages 8 and older of all skill levels. Divisions range from recreational to Top Gun (college experience or better), including kids, teens and players over age 35. Players must form teams of up to five members (includes one substitute) and register by Wednesday, April 10. Teams are then placed in divisions with others of similar age, height and playing ability.

"NBA Hoop-It-Up is the pre-eminent grassroots basketball competition in the nation and we are dedicated to building participation for the sport of basketball through this program," said Ron B. Erskine, Vice President of NBA Marketing Properties.

Registered teams are guaranteed three scheduled games with the entry fee of $116 per team ($148 for Top Gun division). Teams can register online at nbahoopitup.com, visit an area Foot Locker store to pick up a discounted entry form or call (305) 655-3288 for more information.

Play begins at 9 a.m. both days, continuing throughout the day. Games conclude at approximately 5 p.m. on Saturday and 4 p.m. on Sunday, with the highly anticipated women’s and men’s Top Gun finals hosted respectively at approximately 2:30-3 p.m. on Sunday.

In addition to the simultaneous, half-court tournament play all weekend, both players and spectators can take advantage of the new basketball-themed special events at no added cost. The popular Foot Locker 10 Slam Jam is held on Saturday at noon, while the other events — including New Balance Skills Challenge, Gatorade Crunch 1 O’ Slam Jam is held on Saturday at noon, Jeopardy, and come out for the excitement. NBA Hoop-It-Up is supported nationally by Gatorade, Foot Locker, New Balance, Jeep, Lorillard Tobacco Company’s Youth Smoking Prevention Program, Verizon Wireless, Jockey, Spalding and Gatorade Energy Bar. Local partners include the Miami Sol, WEDR 99FM, Power 96, Holiday Inn, Sunshine Network 1st in Florida Sports, Baptist Health Systems of South Florida Sports Care, and Allied Health Care. The event is broadcast to 210 countries in 42 languages. The NBA is one of the most popular and profitable sports or entertainment properties in the licensing world with NBA league and team products in stores across the globe, on the NBA Store on NBA.com, the NBA Store on Third Avenue in New York City, and NBA City in Orlando. The NBA maintains 17 marketing partnerships with the most successful companies in their categories, seven of which are global partnerships. For more information, visit nbahoopitup.com, or call (305) 655-3288.

The NBA Hoop-It-Up tour is managed and produced by Host Communications, Inc. (HOST), which celebrates its 30th anniversary in 2002. Lexington, Ky-based HOST, a sports, events, lifestyle and affinity marketing company, is the centerpiece subsidiary of Bull Run Corporation (Nasdaq: BULL). For more information, visit nbahoopitup.com, or call (305) 655-3288.

NBA Hoop-it-Up Tour Brings Basketball Without Boundaries to Miami’s Pro Player Stadium, April 20-21

By Johnson Pok
Contributing Reporter

FORT LAUDERDALE, FL — The Intramural basketball season ended on a chilly Wednesday night (Feb. 27) with Chemical Imbalance defeating PG’s, 56-45, in the men’s competitive championship finals.

In an exciting last second shot, the Ballers defeated the Extractors (40-39) to take the men’s recreation championship title and in the coed finals, NSU Ballers overpowered PA’s (40-39) earlier in the regular season faced the undefeated Tappa Datta Butta in the semifinals. Chemical Imbalance ended Tappa Datta Butta in the semifinals. Chemical Imbalance faced PG’s. It was Chemical Imbalance who came up on top.

"If we played our game we knew we could win. Since most our players are seniors and will not be returning next year we gave it all. The seniors led by example; the rest just followed," said George Philip, son, met again in the men’s recreation final. "This team we played against was equally matched in speed and skills. The Ballers made the final basket just before the senior came out for the excitement.

"We anticipate another great tournament for basketball fans in Miami," said Chaney Muench, Operations and Marketing Vice President of NBA Hoop-It-Up (a tour owned and operated by HOST Communications). "HOST’s partnership with the league means NBA Hoop-It-Up offers even more reasons for local fans to want to sign up, play, and come out for the excitement."

"We could win. Since most our players are seniors and will not be returning next year we gave it all. The seniors led by example; the rest just followed," said George Philip, captain of the Chemical Imbalance team.

It was not easy to predict the winner of the men’s recreation final. It was not until the last second and the final shot where players could decide who would be victorious. Craig Fergus a NSU alum from the Ballers made the final basket just before time expired to seal the win.

The Ballers, who defeated the Extractors (45-39) earlier in the regular season, met again in the men’s recreation final. This time the stakes were higher and the competition was more than just recreational.

The Ballers defeated the Extractors (40-39) and earned the men’s recreation championship title. In the semifinals between the Ballers and O.C. Hammered Heads, the Ballers escaped with a 58-51 win. In the other semi-finals the undefeated Ballin’ Rockos lost 41-33, to the (3-2) Extractors.

In the coed league the NSU Ballers’ road to the finals was not easy. In the semi-finals they took on BB&B B, a team equally matched in speed and skills. The NSU Ballers survived that game, 48-45.

For Junior John Marotta, captain of the NSU Ballers, and his teammates it was more than enough to make it to the finals.

"This team we played against was one of the top teams in our division. We knew we had to step up to the challenge. There wasn’t any room for mistakes. I was just glad to see our team pull together in the end," said Junior John Marotta.

In the other semi-finals PA’s crushed Central Jersey Thunder 48-16 to make it to the finals. Then in the coed finals, the NSU Ballers met up with the PA’s. The NSU took the championship title, defeating PA’s 30-17.

In other Intramural news, 21 participants participated in the Basketball Skills Challenge held during the basketball finals. Brian Browning won the event with six free throws, six 3 pointers and 32 points in the turbo hoops. Browning received a brand new Wilson Basketball for his outstanding shooting.
Fitness Assessments

By Bridget Smith, Intern
Office of Recreation & Wellness
Contributing Reporter

FORT LAUDERDALE, FL - The Office of Recreation and Wellness offers fitness assessments to the NSU campus community each month and on an individual basis by appointment.

The purpose of health-related fitness testing is to assess an individual’s physical fitness as it pertains to his/her physical health and risk for certain diseases.

The next fitness assessments will be on April 25, 2002 from 10:30 a.m. to 2:00 p.m. in room 206 of the Rosenthal Flight Deck.

Components of the fitness assessment include: an evaluation of blood pressure and resting heart rate, analysis of body composition, measurement of cardiorespiratory fitness, flexibility, muscular endurance and strength. A complete assessment takes approximately 25 minutes.

The assessment of blood pressure is used to establish an indication of abnormally high or low blood pressure. High or low blood pressure can be a red flag to various health problems.

There are many factors that may contribute to short-term influences on blood pressure, including posture, stress, exercise, over-the-counter drugs, and stimulants such as caffeine and nicotine in tobacco. Resting heart rate, on the other hand, is an indicator of aerobic fitness and cardiac efficiency.

In other words, how well the blood delivers oxygen to the working muscles. Resting heart rate is based on the kind of lifestyle a person lives (active vs. sedentary). The more fit an individual is, the lower the heart rate will be before, during and after exercise. Keep in mind, an individual’s truest resting heart rate is before the alarm clock goes off in the morning.

A body fat analyzer calculates the measurement of body composition. Too much or too little body fat is associated with poor health. The optimal percent body fat range is 11-21 percent for men and 15-25 percent for women. Simply put, body fat is the amount of actual fat pounds you have.

Cardiorespiratory fitness (aerobic endurance) is measured by the 3-minute step test. A more vigorous, active lifestyle usually means a person will test very well for cardiorespiratory fitness. Individuals who lead sedentary lifestyles generally do poorly because they do not get adequate exercise.

In order to measure the next part of the test, flexibility, the sit and reach test is administered. A lack of flexibility in the lower back and hamstrings is related to back problems, which also correlates with weak abdominal muscles.

A strength-training program using weights or resistance tubing is recommended for improving muscular strength. Stretches performed after an exercise session prove to be the most beneficial for improving flexibility.

Muscular strength and endurance are two essential components that are associated with the improvement of quality of life. Muscular endurance is measured by the curl-up (sit-up) and push-up test.

Muscular endurance refers to the ability of a muscle group to execute repeated contractions for a prolonged period of time. Muscular strength is measured by the grip test that evaluates an individual’s ability to exert a muscle at a maximum tension while contracted.

Each component of the fitness assessment is valuable to your overall quality of life. We want you to live your best life! Improving the knowledge of your health can lead to an improvement in our overall wellness.

For more information on fitness assessments or to schedule an appointment, please call 262-7042.

K.Y.R.A.S.Y.M & PA’s; Champions in Intramural Sand Volleyball

By Johnson Pok
Contributing Reporter
jpok@nova.edu

FORT LAUDERDALE, FL - KYRASYM defeated Practalgia Fugax (25-23, 25-16), to take the men’s competitive championship title while the PA’s defeated BB& B (22-25, 25-20, 15-10) to take the coed championship title.

KYRASYM ended their season with a perfect 7-0 record. The defending champs entered the playoffs as the No. 1 seed. They took a bye in the quarterfinals and KYRASYM faced off in the semi-final meeting (25-12, 25-16). M1 convincingly won that undecided game to 15. BB&B kept the game close, but in the end it was PA’s who earned the champion title, 15-10.

“All of the teams we played against were tough. I’m proud of the way my team played throughout the whole playoffs,” said Captain Jessica Hugy.

2002 USPF Collegiate National Powerlifting Championships

The 35th annual Men’s and Women’s USPF Collegiate National Powerlifting Championships will be held on May 12, 2002 in Manchester, NH. The competition is open to full-time undergraduate and graduate students.

Anyone interested in competing in this year’s competition, please contact Robert Keller, at (954) 262-6396 or through e-mail address at rhk@bellatlantic.net.
Across

4. An exclusive golf course has to deal with a brash new member.
5. To ruin a western town, a corrupt political boss appoints a black sheriff, who promptly becomes his most formidable adversary.
7. Eddie and Lou are a couple of two-bit con men on the lam from a loan shark.
8. FBI agent Barney Coopersmith is assigned to protect former Mafia figure.
9. Holden falls in love with lesbian Alyssa, which threatens both their friendship, and his friendship and working relation with Banky.
11. Two bumbling government employees think they are U.S. spies, only to discover that they are actually decoys.
14. There’s something about your first piece.
15. The Army made Eugene a man. But Daisy gave him basic training!
16. Warning: The guys who did ‘Dumb & Dumber’ and ‘Kingpin’ bring you a love story.
17. New York’s most powerful gangster is about to get in touch with his feelings...YOU try telling him his 50 minutes are up.
18. Every summer Chevy Chase takes his family on a little trip. This year he went too far.
19. Just because they serve you doesn’t mean they like you.
20. A reclusive ogre and a chatterbox donkey go on a quest to rescue a princess for a tyrannical midget lord.

Down

1. An eight year-old, who is accidentally left behind while his family flies to France for Christmas, has to defend his home against idiotic burglars.
3. Bill and Stan are mistaken for murderers while on vacation, and Bill’s family sends his cousin to defend them for his first case as a lawyer.
6. It was the Deltas against the rules...the rules lost!
10. A mid-life crisis plagued man and his friends find renewal and purpose on a cattle driving vacation.
12. A snobbish investor and a wily street con artist find their positions reversed as part of a bet by two callous millionaires.
13. Planet Spaceball’s President Scroob sends Lord Dark Helmet to steal Planet Druidia’s abundant supply of air to replenish their own, and only Lone Starr can stop them.
Life 101...Personally Speaking Presents
John Walsh

By Kemet Gatchell
Contributing Reporter kemet@nova.edu

FORT LAUDERDALE, FL - The “Life 101...Personally Speaking” series, began this year to provide inspirational “life lessons” to the students, faculty and staff of the University.

The first in the series was held on November 27, 2001 when Dr. Mark Cavanaugh interviewed Janet Reno. During the interview, Ms. Reno recounted some of the adversities that she faced and overcame in her very successful career that included the position of U.S. Attorney General.

The final speaker this year was the host of television’s “America’s Most Wanted: America Fights Back,” John Walsh. Mr. Walsh has also overcome great adversity in his life, but has used that experience to make a difference in many others’ lives.

On July 27, 1981, his six-year-old son Adam was abducted and was later found murdered. The horrors John Walsh went through because of this tragedy ultimately led to the loss of his house and his business.

Eventually, after counseling and comfort, he met a county coroner who was going through his own battle with injustice. John Walsh realized that he could turn his own personal grief into something positive. He began working to help prevent other children from facing the same fate as his son Adam.

Together with his wife Reve, the Walshes’ efforts led to the passage of the Missing Children Act of 1982 and the Missing Children’s Assistance Act of 1984. This second bill led to the founding of the National Center for Missing and Exploited Children.

The Walshes also founded the Adam Walsh Child Resource Center, a non-profit organization that is dedicated to legislate reform.

In addition, John Walsh also began hosting the successful crime fighting television show “America’s Most Wanted.” The show has helped bring justice and closure to numerous families, who were the victims of crimes. Although the original show was canceled, John’s dedication to his work led to the new No. 1 crime fighting show “America’s Most Wanted: America Fights Back.”

After the September 11 terrorist attacks, John Walsh visited Ground Zero to praise the bravery and sacrifice of New York City’s Police and Fire Department. He has also been asked by Colin Powell and President Bush to feature the 22 terrorists that now top the FBI’s Most Wanted list.

Islam Awareness Week: Minimizing Ignorance Through Knowledge

By Tehsin Siddiqui
Contributing Reporter

FORT LAUDERDALE, FL - IMAN celebrated Islam Awareness Week from February 18 to February 22, offering the NSU community, food, desserts, and lectures to help the community better understand Islam.

The week was chosen to coincide with Hajj, the time of year when millions of Muslims from all over the world make a pilgrimage to the holy city of Islam, Mecca in Saudi Arabia.

This pilgrimage is the most spiritual experience for any Muslim and all Muslims are expected to perform it at least once in their lifetime. Hajj commemorates Abraham’s supreme sacrifice of his son.

Hajj is followed by the Eid-Ul-Adha, when Muslims all over the world slaughter a lamb or other suitable animal in commemoration of Abraham’s act of obedience to God.

Muslims keep one third of the meat from the sacrifice, distribute one third to the needy and share one third with their neighbors. To share this celebration, IMAN served Indian and Arabic desserts on February 19 and had an Indian and Arabic dinner on February 20.

At both events Samir Jerez, an Islamic Chaplain and Director of Development of the 5-Pillar Foundation, provided information and answered questions about Islam and Hajj.

In addition to the dessert and the dinner, the week’s events also included an information table as well as movie nights.

The turnout for the programs, especially the dessert and the dinner, was excellent, with people enjoying both the food and the conversation.

IMAN’s events are open to all who are interested in finding out more about Islam and we would like you to come to our future events.

For more information regarding IMAN events, please visit www.nova.edu/iman.

Continued from page 6

Parent and has fun with it.”

She would like to be able to articulate her feelings better on paper and is thinking about writing a book on the role of the grandmother in modern American culture. She believes it is something of a lost art and attributes that partly to the fact that this is such a mobile society.

“The relationship between grand children and grandparents can be very special. It’s such a cool experience for me, and I think for them, too. I think that there’s a memory that’s formed. Building something, building a child – wow.”

Outside of work and family, Dr. Waites keeps pretty busy in her spare time. For one, she is a dedicated movie-watcher. Topping her list of what she calls good, “thoughtful” movies is this year’s Australian film Lantana and the Miramax drama In the Bedroom. She compares films to books and calls them “texts on a screen.”

While on a sabbatical from teaching, Dr. Waites is also preparing two articles for publication related to representations of women in film. Her focus for one paper is how filmmakers construct the meaning of characters around the title woman role, and what those meanings say about women in general in our culture. She is finding that these representations are often aggressive.

Her other paper critiques the dearth of narrative films portraying women with AIDS. Women are the fastest growing group contracting AIDS, and Waites feels that the stories of these women are being ignored and that they are “invisible” to popular culture.

Another one of Dr. Waites’s favorite pastimes is running on the beach. Currently, she is training for a 3-day Breast Cancer Walk being held in April, which will span 60 miles from West Palm Beach to Miami. She has lost several family members and even a close friend, NSU professor Judith Shulimson (19 - 1993), to breast cancer and feels very strongly about the need for more research in that area.

Overall, Dr. Waites has left many positive marks on the NSU campus, including the almost two years she spent as the faculty advisor to the WNSU, Radio X. Just as any other cause she believes in, Dr. Waites gave the radio station her full support while in her position. She even was willing to make a fool of herself while participating in last year’s Radio X/Knight Newspaper J-Prom skit, along with the student staff members.

“She’s very, very dedicated to what she does, and has been to us at the radio station,” says Shawn Leha, WNSU Production Engineer. “She has the ability to get things done, is always helpful, and is always willing to give towards the greater good.”

Although her interest is what led Dr. Waites to her profession, what brought her to Florida was a job. The NSU undergraduate community has benefited greatly from her presence, and she is making a positive difference in the lives of both her students and her peers.

That is why she is this issue’s Knight in Shining Armour.

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