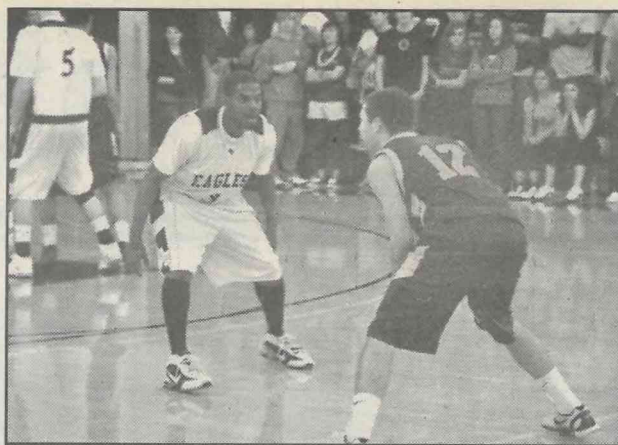


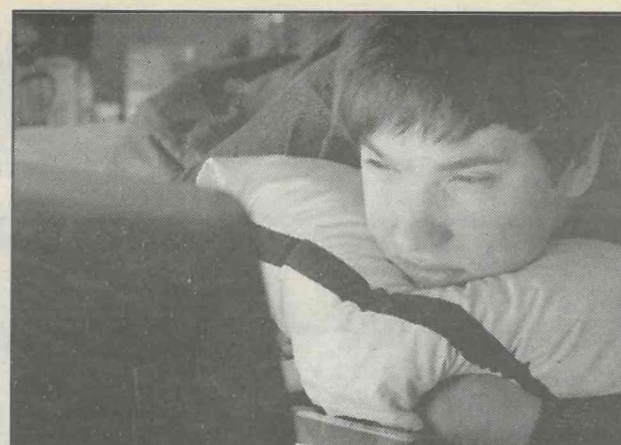
**Seattle Center's New Ferris Wheel**  
Open for a limited time (p. 5)

Photo Credit: Daniel Ramirez



**Eagle Basketball Playoffs**  
Updates and highlights (p. 8)

Photo Credit: Shannon Kestner



**Computer Screens And Focusing**  
A problem you might not have seen otherwise (p. 10)

Photo Credit: Doug Harkness

# THE TALON

February 28, 2011

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VOLUME 3. ISSUE 9

## School Of Business Functions As Ministry Program

Anuheha Akamine  
Senior Staff Writer

Business and ministry are not normally recognized as synonymous. However, Northwest University's College of Business serves to offer students opportunities to use 'business as ministry,' leaving in ruins commonly held views of the business world.

According to Dr. Don Doty, business professor and business owner, today's students will be the forerunners and society's sustainers.

"You [students] are the guardians of our future and we want to see you succeed. Really, society is made up of organizations to the extent that [if] our organizations are healthy, our society is healthy. They're unhealthy now because of all of the [unethical] stuff that goes on," he said.

For several years, Helium Incorporated has held host to an online debate of profit vs. ethical motivation in the business world. The debate is one example of how difficult financial times bring forth an urgency regarding sound business practices.

Phrases like, "ends justifying the means," are easily thrown around within the Helium debates that warrant cutbacks as necessary to the advancement of business. As one debater put it, "making a profit is the motivation behind any business. After all...they aren't there for their health."

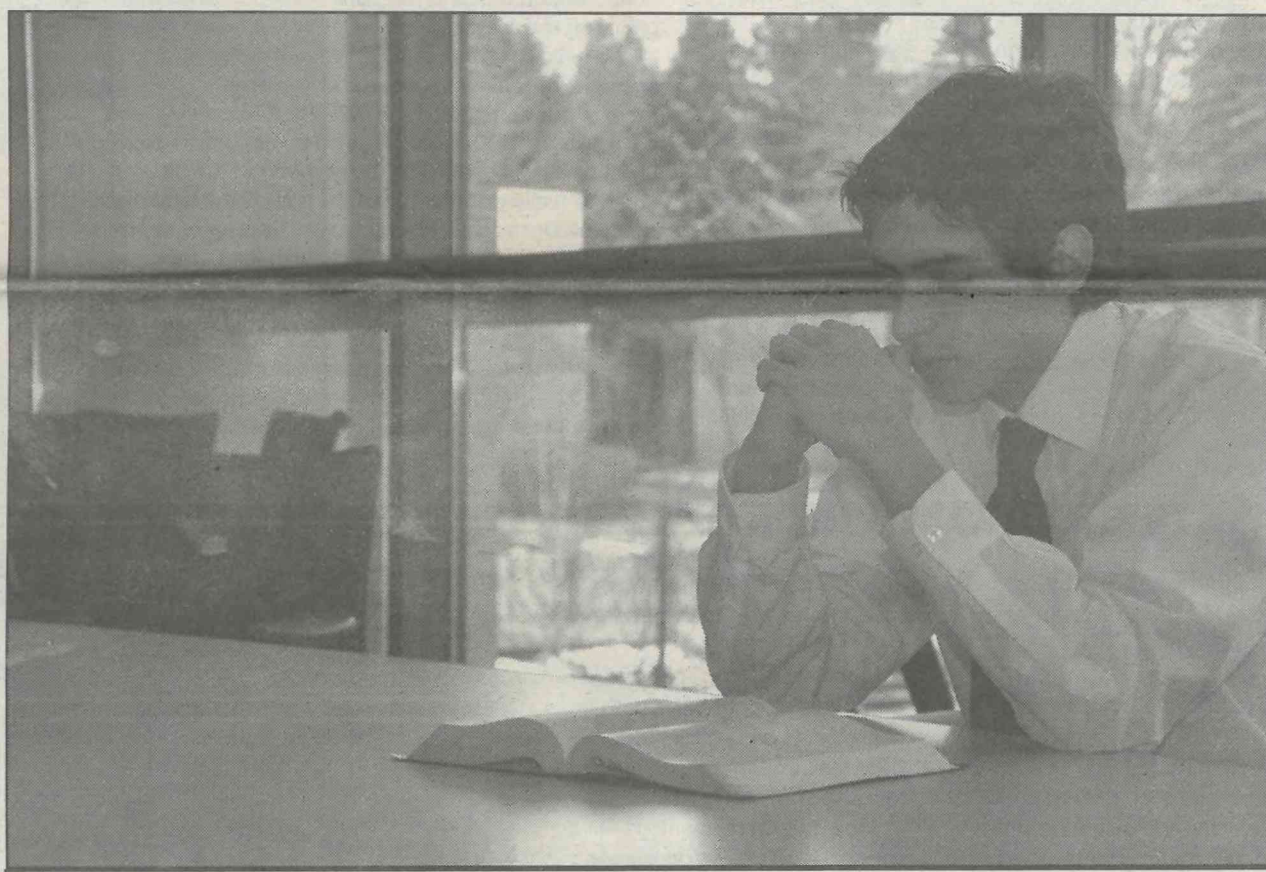
The reality of working within a corporate secular world can cause Christians to slowly cover up their 'candle,' according to Tim Ohai. Ohai, President of Growth and Associates, a fortune 500 consulting company, first began his business career in corporate learning. Shortly after his induction into the world of business he began to shoot up the corporate ladder.

"I was driven towards success... but God doesn't call us to success but to obedience...and I found myself pursuing and feeding a part of me that was actually pulling me farther away from God," he said.

Recognizing the struggle within the business world to stay focused upon the source of all wealth, NU business professors strive to help students learn from their own experiences in which they teach Christ-centered business.

"Business is a ministry program. Every business discussion will inevitably turn into an ethical one. There is no separation between business and ministry."

Tim Ohai



Business student Bernardo Garcia strives to actively learn how to enter the business world professionally and ethically

Photo Credit: Doug Harkness

"The goal of the Northwest University business program is to incorporate these business ideals with sound business practices and those who aren't called to full-time ministry can go out into the secular world and create wealth and create profit and create opportunity and do so by spreading the word of Jesus Christ and the example that he set for us," said professor Timothy Lucas, long time member of the

corporate business world. According to business professors, NU's size and environment allows them crucial one-on-one time with students that enable them to foster Christ-centered business practices as well as provide unique opportunities not necessarily available in business programs elsewhere.

"One, you are exposed to a network of business professionals in business. Two, we actually do it, we build companies and so we aren't such researchers, academics or ivory tower guys, but we understand the practice of business," said Dr. Doty, "third, we share our lives with you - I mean at the University of Washington, trying getting a meeting with one of the professors...I know how that is because I've tried when I was in the doctoral program there and it's like pulling teeth."

Because of the networking opportunities that NU has provided students, NU graduates and participants in the corporate world seek to change the perspective that business and ministry are not compatible.

"Business is a ministry program. Every business discussion will

continued on page 3

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## Shelbe's Soapbox: Somali pirates refuse peace with U.S.

Shelbe Kukowski  
Political Columnist

I always wanted to be a pirate when I was a child. Then, once the "Pirates of the Caribbean" movies were produced, those dreams were relived.

However, did you know modern day pirating does continue? In fact, it has turned into a sort of business for those in Somalia.

Somalia is a country located next to the Gulf of Aden. It is directly across from Yemen and is close to Sudan, Saudi Arabia, and Egypt. Currently there is no government and crime is rampant throughout the region.

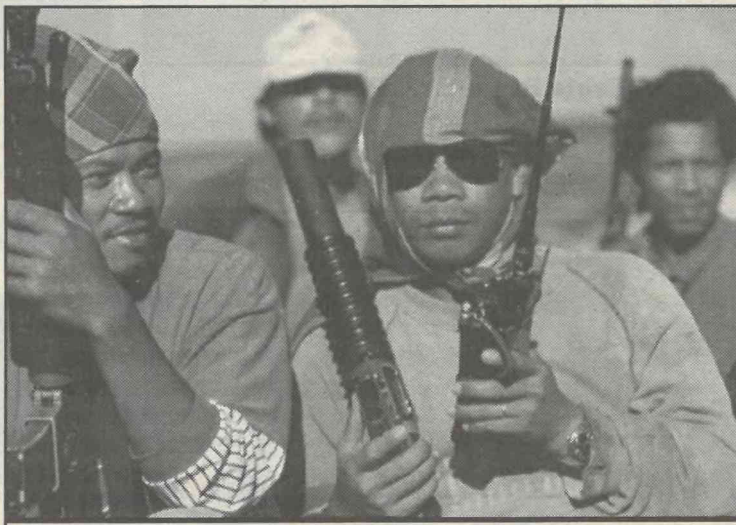
Why would people turn to piracy? It may come as no surprise that they do it for the money.

A lack of government leaves the Somali coast defenseless. Fishing is a huge industry for local Somalis, but since the government's collapse, foreign fishing vessels have entered the Somali fishing grounds. Since their main source of income was taken away, the Somalis have responded in the only way they know how: hijacking vessels in the area and demanding ransoms.

Within the past several years, there has been an increase in the number of Somali pirates attacking vessels. Generally these were all large shipping vessels but currently they have begun attacking yachts and other private boats. This increase is an interesting turn, but might be due to the U.S. recently convicting a pirate to 34 years in prison.

The hope of such an action was to deter Somalis from entering into the piracy trade. However, I fear they might have just angered the pirates even more. On February 21, four Americans were killed after their yacht was hijacked. The two owners of the boat, Jean and Scott Adams were distributing Bibles around the world whenever they docked. The other two passengers, Bob Riggle and Phyllis Macay were from Seattle. This unusual turn of killing hostages is perplexing because the only way the pirates would make money was if the survivors were handed over to the authorities.

By shooting the Americans, the pirates effectively destroyed the one bargaining chip they had since the entire point of hijacking the vessels is to place a ransom on the



Somali pirates on the uprise after government collapse

Photo Credit: Safety4Sea.com

heads of the captives or passengers on board the ships to make money.

How should the U.S. respond to these events? Harsher punishment and action is needed when a citizen is held for ransom. It appears as though negotiations may not work anymore even when the military is trying to save a life.

There is already a combination of military forces in the water patrolling and protecting the personal ships. The current shooting raises the discussion of whether more international cooperation and ships are needed when combating piracy off the coast of Somalia.

We need to take the power we've been given as voters and write or call our Senators and Representatives asking them to put pressure on the different departments and agencies to make tougher laws on pirates. Putting tougher laws in place will only help the problem a little bit.

What really is at the root of the issue is the lack of government. Once again, talking to your Senator or Representative is a responsible move to show that it is important to the American people that the people of Somalia have a government.

As a campus we are often focused on human trafficking, and rightly so. It is a horrible thing occurring in society that needs to be brought to attention and addressed. However, we as students also need to be concerned about more.

## Drawing Attention

I'M HERE TO NEGOTIATE THE TERMS OF MY SALVATION, AS STATED IN YOUR PUBLICATION



"Frank uses his business skills differently than his classmates."

Such as the modern-day pirating that is occurring around Somalia.

We need to be aware of what is occurring in the world around us so that we can raise awareness of the crimes being committed by the pirates, but also the underlying problem for the pirating: that they have no government. Again, we are students who are paying big bucks to be educated. If you do not know what is occurring beyond the 'bubble' you are not really being educated. Know what is going on and raise your awareness!

It is vital that a new government is formed that is fair and just so that the Somalis can regain their fishing grounds and combat ongoing piracy.

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## LETTER FROM THE EDITOR

Snow in February. Who would've thought Seattle had it in her?

Being from Colorado, I couldn't help but chuckle when I watched the news this past week as huge SDOT trucks equipped their tires with chains and ventured out to clear the hectic Seattle streets. One to six inches, and everyone hulls up at home, carpools, or drops \$200 on new snow tires.

The thing about Seattle snow is that it dumps and leaves like an unsuspecting pre-schooler. Still, we rejoice for the cooler temperatures and cautious city that's still recovering from the shock and chaos of the snow storm of 2008.

I trudged through two-foot drifts to get to the cafeteria only to find the hot chocolate had already ran out and the heat wasn't working! However, since I was there I got the novel idea to borrow some lunch trays from the cafeteria and convert them into mini sleds with my fellow more-than-eager students to use on The Green.

Even if this year's La Niña weather didn't give us enough white stuff to get strapped up for cross-country skiing to Houghton Starbucks, it afforded us a nice day to sleep in.

Spring break is brimming on our horizons as we have

only one more week until we can enjoy some much-needed leisure time.

Sure, everything speeds up right when we get back, with final projects and papers tapping their feet, impatiently waiting for us to show them attention.

However, in the spirit of spring, I won't focus on the inevitable. Rather I want to extend a 'you can do it' tap on your shoulder for this final week and encourage you to finish strong.

We only have a few months left of school and the days are already getting longer. Soon The Green will be dotted with blankets and students studying, reading The Talon, or picnicking in the warm air. I can almost feel the crisp spring air just thinking about it.

In fact, give yourself a mini-break right now, and read through this issue of The Talon.

There's a new Ferris Wheel just waiting to take you around for the ride of your life, a great book you should read if you ever liked the circus, and a fantastic health article that has stuck in my head ever since I first laid eyes on it. Enjoy NU!

For information about anything Talon-related, E-mail [taloneditor@northwestu.edu](mailto:taloneditor@northwestu.edu).

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**NU Business and Ministry** *continued from page 1*

inevitably turn into an ethical one. There is no separation between business and ministry," said Ohai. "Business people need to understand that the ministry of Christian businesspeople should be to create meaningful work that brings glory to the source and originator of our efforts but to do it in a way that doesn't drive us towards success or significance or money," he continued.

According to Ohai, the reality of the Christian base on which the NU students build their learning cannot be denied, regardless of their major.

"If you're going to go to Northwest, you're basically going to minor in biblical literature no matter what. But that has been such a blessing - I'm so glad I have such a firm foundation because I blend that into my work all the time," said Ohai.

Professors at NU also believe that their work aligns with an overall Christian education.

"I'm not a ministry or biblical literature prof, but my job here is to teach these students business skills and help them to tie that into their overall christian worldview. They're getting an excellent Christian education here, I feel I'm complementing what's already being done in their bible study and chapel and giving them the actual disciplines of business," said Lucas.

Business student, Bernardo Garcia agrees that the business experience in coalition with NU propels him towards the vision God has placed upon his heart.

"We talked about business not as a career but as how God uses many ways to expand the ministry," said Garcia. "So if we have a passion for ministry, God wants us to help in that way. At the beginning I thought I wasn't fully living for God if I wasn't going to be a pastor. It helped me understand that there are



NU's College of Business teaches students how ministry and business go together

Photo Credit: Doug Harkness

many ways in which I can help and as a business major. I have a passion for business and I believe that God can use that."

"At the beginning I thought I wasn't fully living for God if I wasn't going to be a pastor. It helped me understand that there are many ways in which I can help and as a business major."

Bernardo Garcia

Another way that business students like Garcia are able to have practical application of their faith within the business world are through opportunities like the Social Venture Plan Competition (SVPC), an event that takes place annually.

Lucas, who is currently working on his dissertation for George Fox University's Doctor of Business Administration program with a focus in social entrepreneurship is advisor

of the competition and is moved by the tenacity of the students who are participating.

"What impresses me is the interest and the originality of the ideas, that they really want to combine business with the social good, which to me is at the heart of the social entrepreneurship," he said. "Business can be righteous, business can be good and you can conduct business but it's not all about profit though profit can be a part of it," he continued.

According to sophomore business student, Linda Banda, participating in the SVPC has helped them understand why they do business and has encouraged them to look around and see how they can help and in what ways they can make a difference.

"Specifically this class has required us to give something back to humanity as stewards of God, we are trying to do that to actually help people," agreed

Garcia.

As students strive to make a difference in the business world, the NU school of business is working to provide them with practical opportunities and a model of Christ-centered business practices today.

SVPC businesses can be either for profit or non-profit. The competition will be held on April 15 in the HSC. Northwest University Business Association (NUBA) has also provided ways for students to meet and interact with Christians that hold powerful roles within the corporate world of business.

Contact this writer at [anuhea.akamine08@northwestu.edu](mailto:anuhea.akamine08@northwestu.edu)

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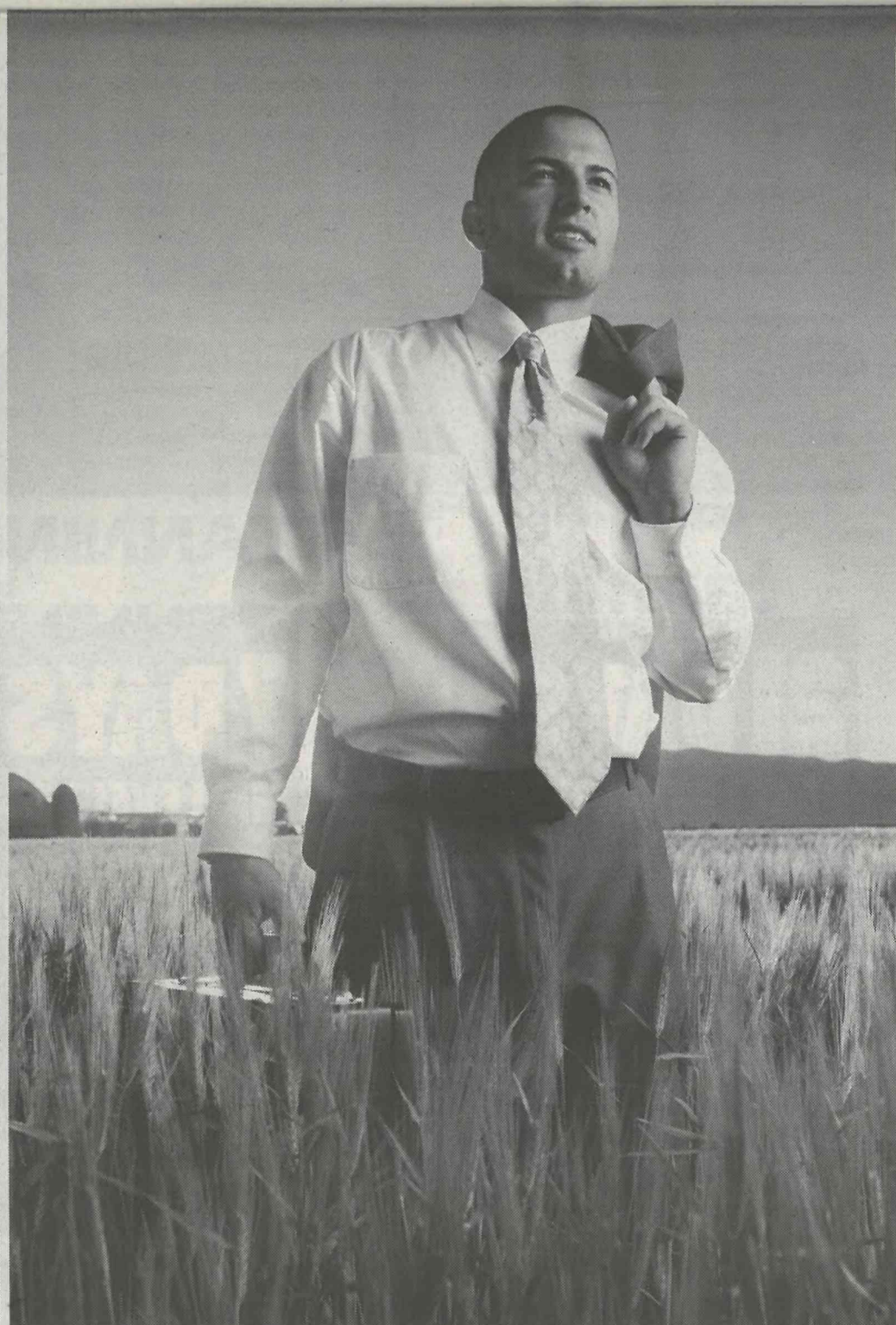
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## New Seattle Attraction Draws In Revenue and Fun

Kristi Henderson  
Staff Writer

What's that in the Seattle sky? Is it a bird? Is it a plane? No, it's a Ferris Wheel!

The 196-foot Ferris wheel is scheduled to be built in April of this year and is expected to boost tourism and revenue to the Seattle area.

Tentatively named "The Great Seattle Wheel," it will not be the tallest wheel in the world, nor will it be the tallest in North America. It will however, be the tallest on the West Coast.

The new Seattle wheel will be close in size to the tallest Ferris wheel: Texas Star Ferris wheel, that stands only 16 feet higher.

It has been estimated by the Texas fair's marketing director, Steven Flores,

that the Texas Star has been essential to the \$350 million dollar boost to the Texan economy.

While the Texas wheel runs for 24 days, Seattle's wheel will be up for a little over a year.

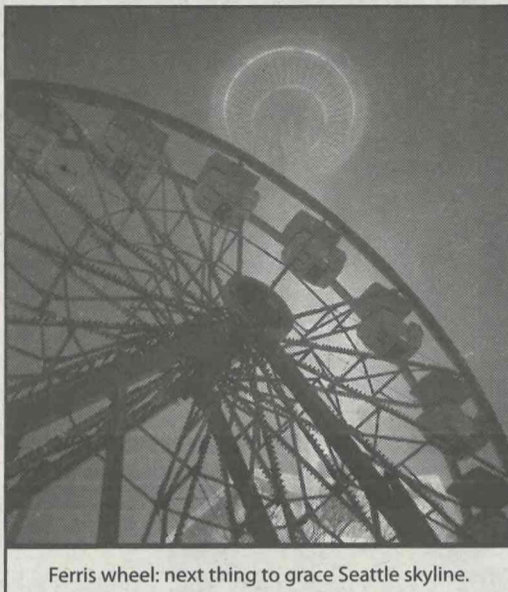
This state-of-the-art wheel will only be temporary and will be removed after 18 months of running.

"It will enliven our new public space, provide an additional reason for Seattle residents and tourists to visit our beautiful campus, and help support 'The Next Fifty' six-month-anniversary in 2012," said Seattle Center director Robert Nellams.

Center spokeswoman, Deborah Daoust, said an expected 750,000 to 1 million people are expected to ride the wheel in a year. The city will share revenue with the company, but Daoust didn't have immediate details on the arrangement.

The observation wheel will have 21 to 42 enclosed, eight-seat capsules wired for air-conditioning and sound. The Seattle Ferris wheel will have cars mounted onto the outside of the rim, and electric motors in which each car will be independently rotated in order to remain upright.

According to Daoust, the city's cost to host the wheel will be



Ferris wheel: next thing to grace Seattle skyline.

Photo Credit: Chris Blakeley

minimal. The wheel's maker, Great City Attractions, from Birmingham, England, will pay for construction, shipping and installation.

"The wheel will occupy the north end of the old Fun Forest spot, where an old roller coaster used to be," said Daoust.

Daoust said officials will work on permits and inspections, and that any significant environment impacts will be vetted at a public meeting late this month.

Adult tickets will be \$10 to \$15 for a 15-minute ride.

For more information, contact writer [kristi.henderson09@northwestu.edu](mailto:kristi.henderson09@northwestu.edu)

## Choralons travels to prison

Danika Helin  
Staff Reporter

This year Choralons has the unique opportunity to visit Multnomah Juvenile Detention on March 8 in Oregon as one of their tour stops. As with any outreach ministry, this will be a stretching and growing experience for members. They will be pushed out of their comfort zone as they enter an atmosphere that is very unfamiliar to them.

Darla Gingras, a freshman at Northwest and Choralons member is very excited about the impact that they can make on those who attend their concerts.

"I love people, and I'm passionate about them. So this is one way that I am able to spread the gospel and one way I can help," she said.

Christian Dawson, a freshman and member of Choralons, shares his view on going to this prison.

"For me, I have to kind of get over myself for a few seconds. It's kind of awkward because I'm singing 'Way Maker' in the middle of a prison. I don't know how people are going to respond to that," he said.

Dawson is also very excited about the opportunity he has to minister in that environment.

"It's believing that we go in there singing about something that actually means something to them. I think wherever doors are opened we might as well go and minister," said Dawson.

In his opinion, music itself is a universal language and the gospel is often received better in a secular atmosphere when it is accompanied by something that everyone can relate to and enjoy.

With songs like 'Way Maker' and 'Breathe on Me,' the members sing about Christ's redemption of sins and the changing power of the Holy Spirit. Choralons is excited to sing the message of the gospel in a place that is full of hurt and is in desperate need of the gospel, and they praise the Lord for this amazing opportunity.

Contact this writer at [danika.helin10@northwestu.edu](mailto:danika.helin10@northwestu.edu)

### Ferris Wheel Fact Sheet

#### The World's Tallest Wheel:

- Located in Marina Centre, Singapore
- Named "Singapore Flyer"
- Stands at 541 feet

#### Western Hemisphere's Tallest Wheel:

- Located in London, England
- Named "London Eye"
- Stands at 443 feet

(Recognized as world's tallest wheel from 2000-2006)

#### The US' Tallest Wheel:

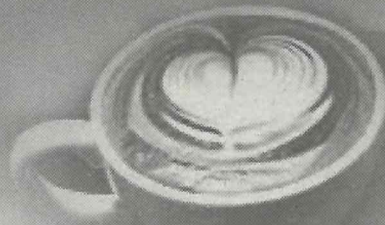
- Located in Dallas, Texas
- Named "Texas Star Ferris Wheel"
- Stands at 212 feet

(In operation only during State Fair of Texas)

#### The West Coast's Tallest Wheel:

- Located in Seattle Center, Washington
- Named "The Great Seattle Wheel" (Tentative)
- Stands at 196 feet

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## THE NEST DIVIDED :

### The anti-social network vs. all things social

#### Social networking connects the unconnected

Danielle Mercier  
Staff Reporter

Social networking broadens our relationships, connecting us to the world and all aspects of life that might otherwise be inaccessible.

For the past few years, sociologists, teachers and even parents have spent time trying to convince people that social networking has harsh affects on the social skills of the users. This concept, while possibly valid in a few areas, could not be more false.

Social networking builds our social skills, opens up the lines of communication between someone otherwise unreachable, and often provides job opportunities.

Through the process of online networking, one can contact a friend in another state or even country. They can contact a company in hopes of a job, and they can include aspects of themselves on the internet, such as blogs for future employees to stumble across.

The onset of Myspace and Facebook attracted popularity to the idea of social networking as users as young as 13 joined the network.

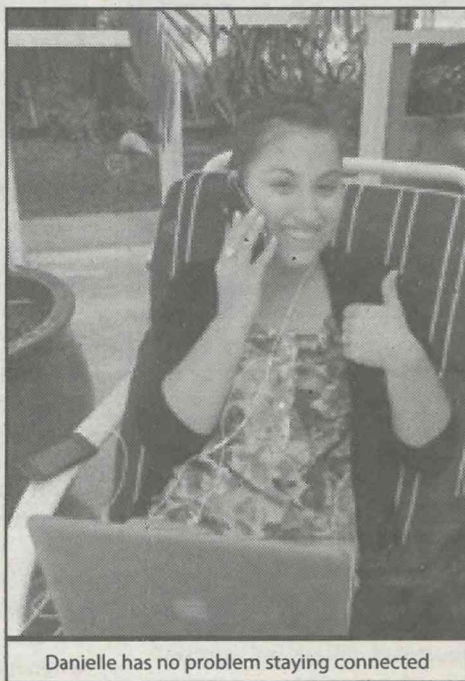
While this might seem like a scary concept at first, proper supervision can enable social networking to be a safe activity for the younger generation.

Studies have shown that websites such as Facebook are proving to be beneficial for younger users.

According to the "Digital Youth Project," a study at California Universities that charted over 5,000 hours of Internet use, social networking sites were increasing the ability for youth to learn social norms, explore interests, develop technical skills

"Social networking builds our social skills, opens up the lines of communication between someone otherwise unreachable, and often provides job opportunities."

Danielle Mercier



Danielle has no problem staying connected

Photo Credit: Vicki Mercier

and work on new forms of expression.

Technology including YouTube, iPods and podcasting creates abilities for extending one's circle of friends, according to Lisa Tripp, an assistant professor at Florida State University. She explained how it helps to boost self-directed learning and enhances independence.

Recently, websites such as Likealittle.com have been added to the mix. LikeALittle.com is an anonymous flirting website that is harmless to say the least. Heck, in today's harshly judgmental and often socially-scary world a little unknown flirting might be just what some college students need to break out of their shell.

If used too much, anything can be harmful to the user. However, if used properly, social networking sites can be beneficial and effective.

Contact this writer at [danielle.mercier09@northwestu.edu](mailto:danielle.mercier09@northwestu.edu)

#### Step away from the blue and white glow and get real

Marisa Pacchiarotti  
Staff Reporter

Have you ever noticed the way eyes suddenly shift to that blue and white screen each time a new Facebook post appears? What is this strange obsession?!

Most of us will often spend ten-plus minutes thinking of a new status, as if we assume that our thoughts and

reaches the point that we text the person sitting next to us, "hey, read what I posted on your wall," perhaps it's time to take a step back and reevaluate, regardless of how socially acceptable the habit has become.

Arrogance aside, social networking sites are dangerous because they are so insincere. We may tally up 'likes' with growing pride, but never know how many 'friends' clicked the 'hide all posts' option that Facebook conveniently provides.

When someone writes "hug" you never feel their warmth. When a screen says, "I'm sorry" do you feel comforted? How long will you look at an info page before you feel you know someone enough?

According to Facebook, it hosts 500 million users spending a total of 700 billion minutes per month concerned with summaries of lives. Twitter hosts 190 million users who write 140-character blurbs for their 40 or so followers



Marisa thinks social networking a waste of time

Photo Credit: Doug Harkness

daily activities are so significant the world should care. Twitter is nothing but updates like this, and now apps allow us to not only tell everyone what we think but where we are at any given moment! This teriyaki restaurant, that church; since when does church mean more just because the world knows you're there?

Every few months it seems a new site appears that allows us to digitally interact over a minute aspect of our lives, and the more sites we spread our lives between the more precious time is consumed by them. When it

to live vicariously through.

Maybe you write hilarious tweets and uplifting statuses, but are we beginning to find our selfhood in something so removed that it can offer nothing in return?

"Are we beginning to find our selfhood in something so removed that it can offer nothing in return?"

Marisa Pacchiarotti

Facebook, Twitter, social sites - they are ingenious and convenient but they are also something we have begun to find our identity in. On any given day when the power goes out you may suddenly be forced

to explain how you feel, make an effort to discover the likes and dislikes of your friends, and actually look each other in the eyes.

For more information, contact this writer at [marisa.pacchiarotti8@northwestu.edu](mailto:marisa.pacchiarotti8@northwestu.edu)

## Faculty Voice: Peg Achterman speaks on net neutrality

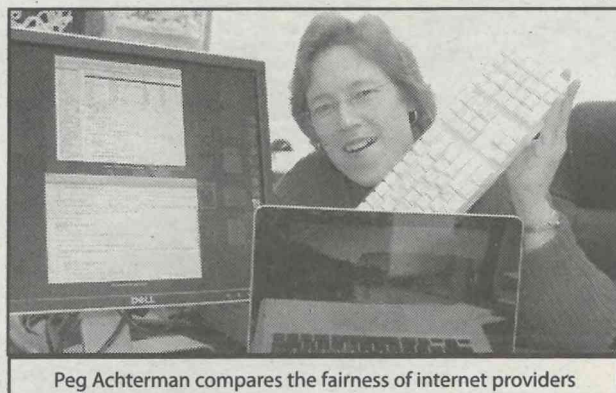
Peg Achterman  
Guest Writer

As a college student you are using Northwest-provided access to the Internet on a daily basis—whether you are hardwired or on the NU wireless network, there it is, open and easy access to Facebook, the NU site, iTunes. It doesn't matter if you are a freshman or president of NUSG or for that matter, whether you are President Castleberry; your access speed is the same. But what if it wasn't? What if the administrators received all of their Internet-info at 30Mb/sec, the professors at 24Mb/sec and the students at a measly 5 Mb/sec? Not fair, huh?

When you hear 'net neutrality' tossed around by politicians and pundits, consider fairness. At the heart of things, net neutrality means that all users should be able to use their bandwidth however they want (as long as it's legal) and that ISPs (Internet Service Providers) should not be able to provide priority service to special sites or users who pay more.

The idea is that every site (Google, NU, Netflix, WoW, Bing or any of my course sites) should be treated equally when it comes to giving users the bandwidth they need to reach the services they want. Our utilities provide us electricity, gas and water, but have no real say on how we use those things in our homes - we just pay for the services.

Those who oppose net neutrality generally fall into two groups—the big ISPs like Comcast and AT&T, and those who say net neutrality will stifle innovation and free market



Peg Achterman compares the fairness of internet providers

Photo Credit: Doug Harkness

should reign. The ISPs would like to create tiers of service where companies like Netflix are charged more because they use a lot of bandwidth to deliver movies. Gaming sites would be in the same situation. You can bet the cost would be passed onto the consumer. In the case of Comcast though, they might decide to give special treatment to Hulu because it has a deal with NBC (now owned by Comcast).

So, Hulu would come to your computer quickly and for free, while Netflix would run slowly or you would have to pay extra to access it at all. On the free-market side, those in favor of giving the ISPs control think they should be treated like any other business and operate without government

regulation.

What are the arguments for net neutrality? Ultimately it is about not letting the huge ISPs have too much control simply because the power could be abused. You use Facebook all the time, but imagine if your service provider started charging you extra for that access because they know there is high demand and they can make a profit?

In the case of the Comcast/NBC merger, Comcast could decide they wanted to give speed-preference to all NBC programming. As it has turned out, the FCC mandated non-discrimination in programming with the Comcast/NBC agreement, but that is not set-in-stone.

If you want more information on both sides of the net neutrality issue see SavetheInternet.com for the pro-net-neutrality side and HandsOff.org for the anti-neutrality voice. The big thing here, though—know the issue. If someone suddenly dimmed all your lights, or made the water run at a dribble, you would want to know why. The same thing could happen to your computer connection in coming years.

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Sources: FCC - [http://www.fcc.gov/Daily\\_Releases/Daily\\_Business/2010/db1223/FCC-10-201A1.pdf](http://www.fcc.gov/Daily_Releases/Daily_Business/2010/db1223/FCC-10-201A1.pdf)

Lifehacker: <http://lifehacker.com/#15720407/an-introduction-to-net-neutrality-what-it-is-what-it-means-for-you-and-what-you-can-do-about-it>

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## NU improv hits the stage this spring

Kelsey Horn  
Staff Reporter

Quick thinking, humor and dramatic performance combine to both educate and entertain NU students about the art of Improv.

A new improvisation class, taught by Sam Vance, is in preparations to take center stage both Friday nights after the spring production.

"Life, after all, is improvised. We aren't given the lines ahead of time, anything can happen and what we do, how we act and react in any given circumstance can change the course of life irrevocably," Vance said.

This type of theater sport gives students the chance to develop and practice their dramatic skills in a variety of contexts, as well as introducing a comical experience in the process.

Not only does this offer a second component to the drama experience, but it is also another way to utilize our theater space, according to Gary Gillespie, head of the communication department.

"Some of our students involved in Improv are so excited because they do want to go into professional acting and to be trained by someone like Sam Vance, who knows how to do it. It's just a real opportunity," said Gillespie.

According to Vance, though the improvised acting approach is not dissimilar to acting with a script, the biggest differ-

ence lies in the time allotted to develop answers to questions.

"In Improv, you have just seconds to minutes and then the scene is over...the actor has to think and act quickly," he said.

Not only are the tools and techniques offered in the Improv class valuable for dramatic purposes, but also in the entirety of a student's educational experience.

"It seems to me that much of communication is done [improvisationally] whether you're giving a presentation, a sermon, or simply having to stand up in front of others to give an announcement," said Vance.

In order to survive, especially in communication, it is vital to understand the basic principles of improvisation, according to Vance.

"The main purpose of the class is to build an ensemble of performers and develop a roster of games for the sole purpose of performing after the production of Twelfth Night," said Vance.

Though it is too late for interested students to join Vance's class, he encourages students to seek out independent groups on campus to learn the games as well as the craft.

Joining an Improv group is a fun way to bond as a college student with other people that share the same interest in theater.

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## Bringing professionals to students



NUBA president, Brad Brown with his team of business students

Photo Credit: Linh Nguyen  
Stedman Richardson  
Staff Reporter

Northwest University Business Association, also known as NUBA, have come a long way since it was founded last year by a group of Northwest students.

There have already been many guest speakers on campus speaking at NUBA events.

On Wednesday March 2 NUBA will host the CEO and co-founder of Costco, Jim Sinegal. This event will take place at 7:00 p.m. in the HSC room 104.

"Getting Mr. Sinegal to speak at NUBA has been a process that has extended almost a year long, but will finally pay off," said Brad Brown, NUBA president. "We would love to have any interested students participate in the event, and think that it will be a great opportunity for students to hear from the vast experience and knowledge that Mr. Sinegal has to offer."

Founded by recent graduates, Kyle Wall and a few other business students last year, NUBA has had a great amount of success in bringing high quality Christian speakers from businesses and corporations from around Seattle in its year-and-a-half life span.

NUBA seeks to bring a variety of speakers in to talk to students based on their areas of expertise that appropriately

match the major concentrations of NU's business degree, according to Brown.

A major misconception students have about NUBA is that it is only for business majors.

"This couldn't be further from the truth," said Brown.

The guest speakers that are invited to speak come from all walks of life and a variety of students will benefit from attending.

"We believe that our speakers offer great insight and experience that can be applied to life both inside and out of the realm of business. We encourage students of all majors to attend our events, and believe that they will positively benefit from the experience," said Brown.

Future speakers include, Kristen Waggoner who is a Lawyer for Ellis, Li & McKinstry on March 31, and Brian Chapman, Product Manager for Amazon.com on April 13.

## NU students fight flight prices during break

Danielle Mercier  
Staff Reporter

While spring break trips pose many opportunities for memories and experiences, many students have chosen to stick around this year due to expensive travel costs. Some who live out of state may not even be able to go home.

"Many parents of students who are attending out-of-state schools have told me they brought their son or daughter home for Christmas but not for Thanksgiving due to financial constraints. I am sure spring break will be no different," said professor John Bacon.

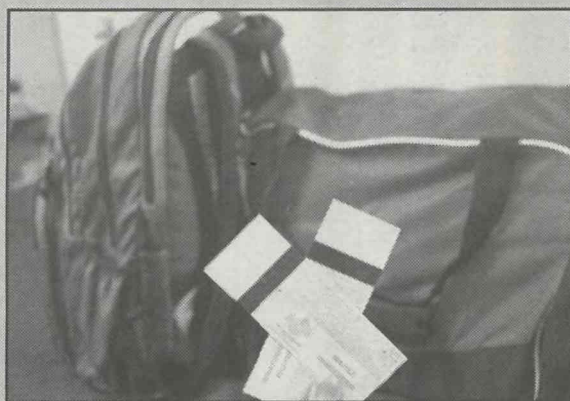
International student, Hannah Koelmeyer, is not able to visit home because traveling expenses keep her grounded in Seattle.

"Home is Sri Lanka and no I won't be going home because of the cost. It is about \$2000," said Koelmeyer.

Other students look back on previous trips and wish they could be making similar memories over spring break.

"My favorite [trip taken] would be Disney World. A pass to go all day and ride all the rides was a blast. You don't get that opportunity very often," said Jason Shaver.

So if memories and a special trip are what you are looking for during spring break, do not give up hope. Professor Bacon believes there are other trips you can take that can be beneficial and



Cheap airline tickets hard to come by this spring break

Photo Credit: Doug Harkness

exciting.

"Take a road trip, go backpacking, go visit a friend's family with them, do something memorable that you are proud to share with anyone who asks. Not to mention the pictures you take are awesome on Facebook," said Bacon.

Students in previous years have done things as wild as taking a trip all the way East and then following a different route home. Other students have taking the all-so-familiar Route 66 trip.

The question then is, are there ways to fight this feeling of being stuck when it comes to travel?

ABC News explained that buying flights at 2 a.m. in the airline's city of origin gets you a much lower price. ABC News also encouraged the use of websites such as Expedia.com and Travelocity.com.

With a little diligent price shopping on flights or some dispensable cash, you can make spring break 2011 a memorable and affordable one.



### Hours

**Monday - Thursday**  
7:30 AM to 9:00 PM

**Friday**  
7:30 AM to 5:00 PM

### Happy Hour Specials

Going on through March

**7:30 AM to 8:30 AM**  
Purchase any coffee drink and get 50% off a muffin!

**6:00 PM to 9:00 PM**  
Get a free upgrade on any coffee drink. e.g. Get a 16 oz for 12 oz. price or a 20 oz. for 16 oz. price!

We proudly serve Silver Cup Coffee as part of the One Cup Project.





## NY Best Seller: *Water for Elephants*

Jessie Fast  
Staff Reporter

*Water for Elephants*, a novel by Sara Gruen, tells the story of young Jacob Jankowski as he reminisces about his transition from upstanding veterinarian-in-training to fully integrated circus worker.

The novel involves Jacob as an old man in a nursing home, struggling to cope with his wavering vitality and familial connection. He attempts to filter his surroundings through the memory of his youth in the traveling circus, "The Benzini Brothers Most Spectacular Show on Earth."

After Jacob loses his parents in a fatal car crash, he runs away from his orderly life at Cornell, where he has been studying to be a veterinarian.

Penniless and lonely, he jumps a train in the middle of the night - a decision that places him into the hands of fate. This train ends up being a circus train.

Through the goodwill of August, the equestrian director, and the rough but lovable dwarf, Walter, Jacob becomes a vital part of circus life. He uses his knowledge of animals to become the circus veterinarian.

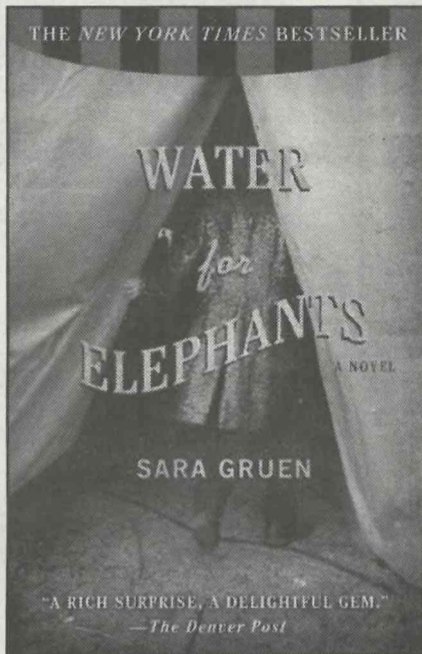


Photo Credit: goodreads.com

Jacob's newfound sense of belonging is jeopardized when a friend becomes irreversibly ill. He works to prevent his friend from becoming 'red-lighted' when the circus goes into debt over a supposedly stupid elephant. All the while, Jacob falls in love with Marlena, August's wife and the circus' star performer.

Jacob shows his resourcefulness by befriendng and training Rosie, the elephant, who becomes the show's

biggest moneymaker after Jacob crosses her language barrier. However, his desire to do the right thing and protect Marlena pits him against the politics and shady practices of the greedy circus manager, Uncle Al.

A furious and jealous August becomes violent towards Jacob, therefore ostracizing him from both his wife and his friend.

This novel presents a vivid and delightful insider's look at circus life during the 1930s while still engaging with its class and ethical issues.

Jacob is unendingly likeable as a protagonist, and the cast of colorful supporting characters provides entertaining and haphazard scenarios of both humor and loyalty.

However, the overall plot remains rather formulaic, occasionally feeling rushed and shying away from the details which would really bring the story to life. The dual development of Jacob as both an old man and a youth progresses the novel on several stages with depth and delight.

Marlena's underdeveloped character serves as a device for Jacob to do good more than anything else, and the predictable plot keep this novel at the level of enchanting, but not challenging.

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## Local print-making artist shares her work with NU

Danielle Mercier  
Staff Reporter

Rich colors and impressive designs have donned the halls of HSC, thanks to the work of local artist, April Richardson.

Richardson is a unique artist whose primary focus is printmaking. She adds a bit of her own flavor and mixes it with collage work to form beautiful works of art.

"I love the physical aspect of printmaking: mixing colors, placing the plate on the press, smoothing the blankets, turning the wheel, and peeling back the paper to reveal a new design," said Richardson.

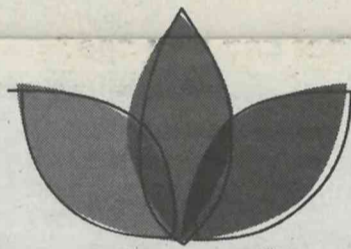
Richardson's work can be found in several areas in Washington, Oregon, California and Nevada. Washington's locations include places such as the Swedish Medical center in Ballard, Athletic Club in Seattle, Evergreen Hospital in Kirkland, and most recently: The Bravern in Bellevue.

She has also helped host several festivals, family art activities and workshops in the Seattle area.

Recently, she hit close to home with her presentation at NU. Many faculty and staff highly enjoyed her display and teaching.

"I particularly enjoyed seeing the development of the various layers of print that she combines to make a final work. It is very intricate and detailed yet it allows for a broad range of creative expression," said Darrell Hobson.

These detailed, layered prints liven up the dull, ugly cemented walls and are a wonderful addition to the HSC building. Take a moment to stop and appreciate Richardson's marvelous work.



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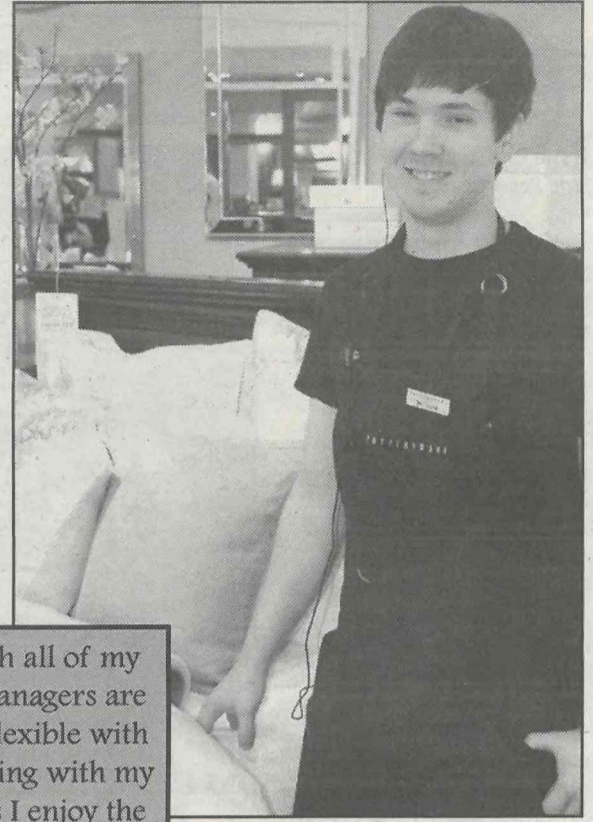
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# Photo Journal

Photography by Doug Harkness

We see them all around campus, but how often do we see our classmates at work? Some students hold on-campus jobs--in the Aerie or other offices around campus. Other students hold part-time jobs at surrounding businesses--Starbuck's, Target, Nordstrom's, and more. Employment is just one of the many ways NU students are getting out into the community.



"I enjoy working with all of my coworkers and my managers are awesome and really flexible with my work schedule fitting with my school schedule. Plus I enjoy the product I work with."

-Matt Lobe,  
Pottery Barn Stock Associate



"[I] love it just because I get to interact with so many different people each and every day."

-Brittany Long,  
Target Clothing Associate



"I love making coffee in the mornings. I have a wonderful job waking people up."

-Mason Wheeler,  
Aerie Barista



"I enjoy getting to interact with a variety of animals that I would normally not interact with."

-Chris Verbracken,  
Petco Sales Expert

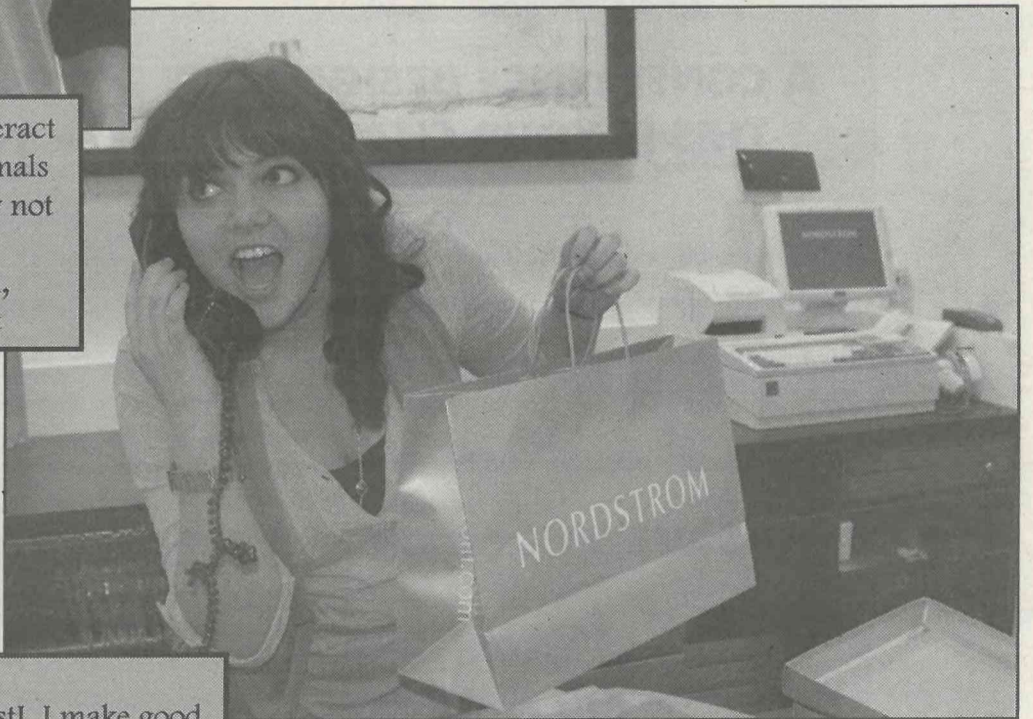


"I love the people I work with, the people I get to meet, and the relationships I am able to develop with these people."

-Michael Smoak,  
Starbuck's Barista

"My job is the best! I make good money especially for working retail, I get a discount at my favorite store, and they really let you be in charge of your own department."

-Jennifer Piña,  
Nordstrom's Associate



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