



Basketball: new recruit ignores naysayers

SPORTS, PAGE 3



Frost Art Museum shows international art

LIFE! PAGE 5



Adult film industry avoids topic of AIDS

OPINION, PAGE 7

THE BEACON INTERVIEWS

Webb unveils Astroscience building

RUSSELL QUINOA
Contributing Writer

After working for over 15 years to bring a new astronomy center to students, Dr. James R. Webb has succeeded.

Webb, an astronomy professor at FIU, has been one of the driving forces behind the new building coming to the Modesto Maidique Campus. Now that FIU has received \$1.6 million in Public Education Capital Outlay funds along with other private donations, Webb's dream of bringing a new observatory tower to the Modesto Maidique Campus has finally come true.

The Beacon interviewed Professor Webb, who discussed the details behind the center.

Beacon: What is the name of the Center and what will it entail?

Webb: The Official name for the facility will be the "Stocker AstroScience Center". Mr. Stocker donated \$800,000 to build the facility which is why it will bear his name. It is effectively an observatory where we will teach introductory astronomy classes and laboratories, and have offices for FIU astronomers and astronomy students, a small reception area/museum for astronomy exhibits, and a large telescope located in a dome on the roof.

Beacon: What role did you have in securing funds for the new center?

Webb: I have been trying to get this facility for over 15 years. To make a long story short, our old observatory platform atop the CP building was rendered useless by building renovations and we received no replacement facilities, thus we had no real facilities to teach our astronomy labs.

After many years of no progress in getting replacement facilities, I personally organized a fundraiser entitled "Guitars under the Stars" at the conference center on BBC campus. We collected several thousand dollars, but most importantly a pledge from then president Maidique that the university would match any funds I could raise for the observatory.

I was subsequently contacted by a writer for the VIP Miami magazine who ran a story about me and the need for the observatory to educate our students. A potential donor who saw the article, a local retired physics teacher, contacted me and subsequently donated

ASTRONOMY, page 2

UNDER CONSTRUCTION



ESRA ERDOGAN/THE BEACON

First year Athletic Training Graduate students Kate Jochimsen, Kimi Daniel and Gina Hendrick note the new School of International and Public Affairs building on MWC campus on Thursday Jul. 1st.

Physical Therapy student wins Minority Scholarship

MIGUEL CHATELOIN
Contributing Writer

There are no visible bags under Michelle Ramirez's eyes and according to her, she doesn't lose a wink of sleep.

Though this physical therapy student probably should, given that she puts 40 hours a week into her internship, studies every day for her board exam, does community service here and outside of the country, and still maintains a 3.96 grade point average.

It all paid off recently when the American Physical Therapy Association recognized the 25-year-old Cuban-Colombian's achievements by giving her the Minority Scholarship, granting her \$6,000 for tuition and loans.

With only seven recipients nationwide, Ramirez did not expect to get the scholarship. She notes that the competition is stiff and that made her feel "pretty amazing" when she found out she won.

Dr. Marlon Wong, one of Ramirez's professors, says he was thrilled and couldn't think of anyone more deserving of the award. "Not many students are as focused, dedicated, and gifted academically," Wong said. "Fewer still match her passion and dedication for charity [and] community work."

Ramirez attributes the award not just to her scholastic achievements, but also to her involvement with Service for Peace, an on-campus organization that takes trips to impoverished areas in South American countries to help rebuild communities. Members renovate and build schools, set up clinics and provide jobs for residents through construction work.

She has gone on three of these week-long trips during her graduate study at FIU, and says one of her most memorable experi-

ences was when she organized a health clinic in Nicaragua.

"The main focus of what we're trying to do on these trips is bringing the community in and have them feel pride for their community and then make it sustainable," Ramirez said.

After returning from their trips, she and her fellow members go the extra mile to make sure their efforts were not in vain. "When we leave, we keep up with them. We get pictures back and we see that they're continuing," she said. "You want to make sure that what you're

doing there, that you're sweating for 10 to 14 days in the sun with these people, that it's continual when you leave."

In addition to her projects with Service for Peace, Ramirez volunteers regularly at Camillus House and Dorothy's House, two homeless shelters in Miami.

Her compassion is what friends and colleagues say makes Ramirez stand out from other medical students. "She genuinely, genuinely cares for people," said David Coloa, a friend from Service for Peace.

Ramirez has always had an interest in helping others but her passion for physical therapy was born not too long ago out of – ironically enough – an injury.

Before she tore an anterior cruciate ligament in her knee, she used to play soccer for Appalachian State University in North Carolina, during her undergraduate years, back when her life was "eat, sleep and drink soccer," and sports medicine was her back-up

SCHOLARSHIP, page 2

Vote for 'Green Energy' fee passes

ALEXANDRA CAMEJO
Asst. News Director

FIU students demonstrated support for Constitutional changes and the Student Green Energy Fund after passing both issues during the June 30th Student Government Association referendum.

Sponsored by SGA, this referendum was necessary to approve revisions recommended by last year's judiciary to the SGA Constitution. In order for these changes to be cemented, a vote from the Student Body as a whole is the final consent required.

Student Media contacted SGA for official voter turnout results, but they were unavailable to the public as of Monday, July 5.

Despite the approval for Constitutional changes from the previous administration and Senate, a number of current FIU students voted 'No' on the modifications, including SGA Vice-President at Modesto Maidique Campus, Nick Autiello. His uncertainty over the changes stems from his concern that the proposed revisions are not complete and require a more thorough review for such changes to be made.

"We need to have a much more open process of debating what should be included in a new constitution, involving all members of the executive, senate and judiciary, not just the leadership as has happened in years past, and come to a consensus that we've got a document that looks far into the future instead of just fixing problems as we go along," said Autiello.

Among the changes passed were Article XII, which was created to enable the Student Body to amend the Constitution if deemed necessary, and Article V, which extended a justice's term to two years.

Aside from the Constitution modifications, the referendum contained a vote on the Student Green Energy Fund—a student led initiative aiming to give students a right to vote on a fee that would generate funds to create an energy efficient campus. FIU's Students for Environmental Action (SEA) have campaigned to get the fund approved since student government general elections in the

REFERENDUM, page 2

‘Not the appropriate time’ for fee, says Autiello

REFERENDUM, page 1

spring. Due to a late submission, however, a vote on the fund had to be delayed.

According to SEA, major Florida universities such as FSU, UF, UCF, USF, NSF, and FAU have all voted in support of this fund aiming to promote research in renewable energy and reduce a campus’s energy consumption. Huge supporters of the fund such as Soraya Lopez, sophomore, voted ‘Yes’ on the June 30 ballot.

“A fee between \$0.25 and \$1.00 per credit hour is such a small contribution that collected from each FIU student could amount to such great changes in our energy efficiency and research,” said Lopez.

SEA President, Cara Cooper, feels that the majority of FIU students would fully support a \$6 to \$12 semester fee for the Student Green Energy Fund.

“I feel that students realize the important of this fee. They can understand where their money is going to go to,” said Cooper.

Its support will result in a proposal for university action in green energy endeavors.

In spite of a large amount of students agreeing with the approval of such a fund, there are a concerned percent that do not feel it is necessary to burden students with fees in the midst of harsh financial times. SGC-MMC’s own, Nick Autiello, has openly expressed his disapproval of the Student Green Energy fund.

“This is not the appropriate time to be assessing fees on the student body for things that the university should be doing anyway,” said Autiello.

SGA has faced criticism from students who are concerned with the timing of this referendum. There are those who feel that the decision to hold the vote during a summer session implied that SGA would expect a smaller and more lenient turnout of voters. Autiello realizes that the timing may not have been perfect but assures that the vote for these “time sensitive” issues had to take place in the summer “to ensure proper and timely implementation.” According to Autiello, it was neither his nor SGA’s intention of assuring a certain outcome by conducting the referendum in the summer.

Student wins APTA award

SCHOLARSHIP, page 1

plan if she didn’t end up playing in the World Cup.

After tearing her ACL during a game, she paid weekly visits to a physical therapy clinic for rehabilitation.

There, she was inspired by her own therapist, whom she says, “was an amazing mentor,” and “showed her the ability that someone has to change someone else’s life.”

Ramirez is only the second student in the physical therapy program’s 35-year history to win the Minority Scholarship. Dr. Mariys Randolph, another one of Ramirez’s professors, believes that since

FIU is a minority institution, more students should have received this award. “We should have lots of people thinking like her, but we don’t,” Randolph said.

According to APTA, the award is given to minority students with scholastic achievement, who take part in minority affairs and services, and have the “potential to contribute to the profession of physical therapy.”

APTA gives out the scholarship to promote more minorities to practice physical therapy, of which the association considers to there to be a low number.

Ramirez received her award on June 18, at the APTA Honors and Award Ceremony in Boston, Mass.



PHOTO PROVIDED BY JAMES WEBB

The future home of the AstroScience Center will be located between the Owa Ehan and Chemistry and Physics buildings.

Center to host ‘star parties’

ASTRONOMY, page 1

\$800,000 to the University for the Cause. This set up the need for FIU to commit \$800,000 to match his donation as promised by President Maidique. A State program also matches all donations bringing the total to \$2.4 million dollars. Recent FIU and State budget problems made matching the donation impossible from general funds, so it was put on the PECO list. Fortunately Provost Wartzok and President Rosenberg pushed it to the front this year and with the help of our legislators we received the PECO funds to match the donation this year.

Beacon: Where would the Center be located?

Webb: It will be located south of the metal walkway between the Center and Physics building and the Owa Ehan buildings.

Beacon: Will the center have any special features?

Webb: It will have a state of the art laboratory room where undergraduates will be able to learn astronomy using the latest tools. It will have a 24” computer controlled telescope in a dome on the roof that more advanced physics and astronomy students will use for training and research. Introductory students will get to use 8” Celestron telescopes from the observing pad on the roof and will also benefit from the larger telescope.

The first floor exhibition area will host our star parties and will include astronomy exhibits and pictures, a stage for speakers and performers, and will be one of the coolest places on campus. The second floor will house astronomy offices. The third floor will have control rooms for our remotely operated research telescopes in Chile and Arizona where FIU faculty, graduate students and advanced undergraduate students can do cutting edge research observations from campus.

Beacon: What do you believe the center will offer FIU students?

Webb: First and foremost, students who

take astronomy for their UBR science course will now get to do meaningful observational labs, really see the planets and nebula using the telescopes. This has been a weakness of our course for the past 15 years.

Secondly, it will allow more advanced physics and astronomy students to really do meaningful hands on astronomy. To date, we only have an astronomy minor because we had no facilities to teach a meaningful “observational Astronomy” course. With this facility we can add the astronomy major. Our students would have to hand carry telescope out into the spaces between buildings, under the flood lights, and try to look at faint objects. The main telescope in the facility will allow advanced undergrads and graduate students to actually make research-grade observations from campus. Even from a lighted campus in Miami if you are up 4 stories in a dome, you can make good observations of bright objects like planets and nebula.

This facility will also be a home for our star parties. We have 5 events per semester which are free and open to the public. We attract between 50 and 150 FIU students to each event. They consist of science talks on topics of current interest, live music, refreshments supplied by the physics department, door prizes (usually astronomy books or music CDs) and viewing of the planets and anything else in the sky that is visible. These events are listed at www.fiu.edu/~webbj/publicprog.html.

Our public outreach events brings in people from the community such as the Southern Cross Astronomical Society, students from surrounding high schools and community colleges, retirees, and even the Miami rescue shelter. On any given night at one of our events, I typically show people ranging in ages from 5 to 70 the rings of Saturn, the Moon of Jupiter, or the mountains and craters on the Moon.

For the full interview with Professor Webb, check out FIUSM.com

THE BEACON



E-BOARD AND PRODUCTION STAFF

EDITOR IN CHIEF

JORGE VALENS

PRODUCTION MANAGER/COPY CHIEF

JASMYN ELLIOTT

NEWS DIRECTOR

GABRIEL ARRARÁS

BBC MANAGING EDITOR

PHILIPPE BUTEAU

LIFE! EDITOR

ADIRANA RODRIGUEZ

SPORTS DIRECTOR

JONATHAN RAMOS

OPINION EDITOR

CHRISTOPHER DIAZ

PHOTO EDITOR

ESRA ERDOGAN

ASST. NEWS DIRECTORS

ALEXANDRA CAMEJO

ASST. LIFE EDITOR

DENISE RODRIGUEZ

ASST. OPINION EDITOR

ODETTE BARRIENTOS

ASST. SPORTS DIRECTORS

JOEL DELGADO

BBC PHOTO EDITOR

-

PAGE DESIGNERS

MIKE COSTA

LEONCIO ALVAREZ

CHRIS TOWERS

COPY EDITORS

ASHLYN GARCIA

LEONCIO ALVAREZ

RECRUITMENT DIRECTOR

JAMES KO

ADVERTISING MANAGER

BOBBY JOE BRACY

BUSINESS MANAGER

TATIANA CANTILLO

DIRECTOR OF STUDENT MEDIA

ROBERT JAROSS

ASST. DIRECTOR OF STUDENT MEDIA

ALFRED SOTO

CONTACT INFORMATION

Modesto Maidique Campus:
GC 210, Mon-Fri 9:00 AM-4:30 PM
(305) 348-2709
news@fiusm.com

Biscayne Bay Campus
WUC 124, Mon-Fri 9:00 AM-4:30 PM
(305) 919-4722
bbc@fiusm.com

Fax:
(305) 348-2712

Editor-in-Chief:
(305) 348-1580
jorge.valens@fiusm.com

Advertising:
(305) 348-6994
advertising@fiusm.com

The Beacon is published on Mondays, Wednesdays and Fridays during the Fall and Spring semesters and once a week during Summer B. One copy per person. Additional copies are 25 cents. The Beacon is not responsible for the content of ads. Ad content is the sole responsibility of the company or vendor. The Beacon is an editorially independent newspaper partially funded by student and services fees that are appropriated by student government.

WANTED Advertising Reps

We’re looking for self-motivated, responsible, friendly individuals to join our sales staff.

JOIN Student Media TODAY!

For more information:
E-mail advertising@fiusm.com
Or call **305-348-6993**

Apply Today!

THE BEACON RADIATE FM fiusm.com

MEN'S BASKETBALL: DOMINIQUE FERGUSON

THE VANGUARD

Heralded recruit spurns powerhouse programs for FIU

JONATHAN RAMOS
Sports Director

It got to a point where Dominique Ferguson just couldn't contain it any more.

Disgruntled fans of brand name college basketball programs across the country were lighting up Ferguson's Facebook page with comments and messages after he committed to FIU last year.

The messages often came in the form of explicit rants from fans who did not understand why he passed up on offers from higher profile teams, mainly the University of Kentucky.

When it got out of hand, he had to delete his account more than once. But he wasn't deterred.

"They always talked trash. I just say thanks and never say anything back," Ferguson said. "Sometimes they'll say stuff on my wall where everyone can see it and I would have to delete it."

Ferguson received a lot of attention from major programs in high school, when he chose to give a verbal commitment to Kentucky during his senior season at Lawrence North High in Indiana. But he shocked the college basketball world when, after decommitting from UK during a

one year stint in prep school, he decided to attend FIU, a Sun Belt conference school that hasn't finished with a winning record since 1999-2000 season.

Although Kentucky is the winningest program in college basketball history, Ferguson ignored their recruiting pitch and the noise from their fans and chose to give FIU his signature. The main pull for him was the lure of playing for Isiah Thomas.

Before the Golden Panthers made the hire of Isiah Thomas official, Ferguson did not even know what FIU was. The presence of Thomas, in addition to a positive visit to Modesto Maidique campus, sold Ferguson enough to become the first blue chip recruit in Thomas' tenure.

"I was still a little big iffy on it because it was such a small school and it was far from home," Ferguson said. "I just realized you don't

scoring margin.

Ferguson, a 6-foot-8 combo forward with a versatile skill set, will bring length to a team deprived of it, but is much more than just a post player. The [rivals.com](#) four-star prospect can Ferguson can play inside and out.

"It depends on who is on me," Ferguson said. "How tall or big a guy is. If I know I can get past him, I can play on the wing and if a smaller guy is on me I can stay in the post."

Ferguson said Thomas likened his game to Lamar Odom, the versatile forward for the Los Angeles Lakers, although Ferguson said he is most often compared to former NBA All-star Tracy McGrady.

Before Ferguson was garnering flattering comparisons, however, he dealt with a devastating injury early in his basketball life. Ferguson tore an anterior crucial ligament in his left knee in eighth grade, putting his future in the sport in doubt.

"It came out of nowhere and I was just starting to come up," he said. "I was getting noticed as one of the top players in the state of Indiana. When I tore it, I just thought everything was done."

After a grueling rehab process, Ferguson, who



COURTESY OF MAXPREP.COM

Dominique Ferguson opted to attend FIU despite offers from major programs and a early commitment to Kentucky

PERSONAL INFO

Position: PF
WT: 209
Height: 6-8
Prep School: Hargrave Military Academy
Hometown: Indianapolis, IN
Fact: First ESPNU Top 100 player to commit to FIU men's basketball in program history.

"First of all, you got to respect him. He knows what he's doing," Ferguson said of Thomas. "He's been a general manager and coach of an NBA team. So, he knows what it takes to get to that next level probably more than any coach out there right now. I think he can help my game most of all."

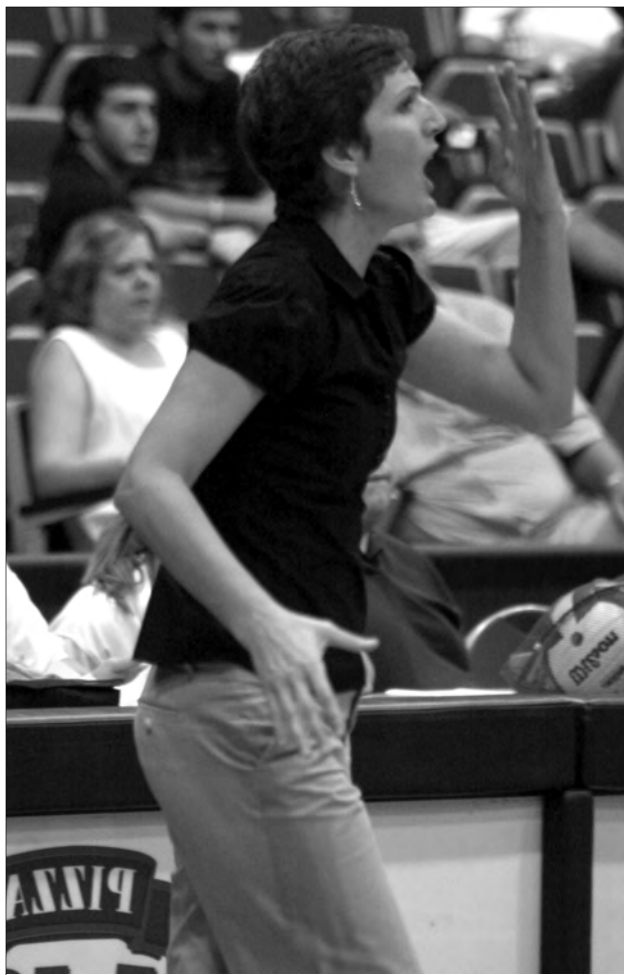
need to go to a big school to do what you got to do."

Now that he is on campus, he has already begun to take part in unofficial scrimmages with his teammates, and beginning to show he can fill a big void for the Golden Panthers, who stumbled to a 7-25 record in 2009-10 and were last in the SBC in

already stood 6-foot-7 at the time, took his place back on the court. Ferguson hasn't reported any knee issues since the setback, and went on to have a productive high school career and a solid season this past year at Hargrave Military Academy in Virginia. Now,

Ferguson is prepared to take on the pressure of being the best player in Thomas' first full recruiting class.

"We definitely have to do better, so there is some pressure there," he said. "We want to win the conference."



BEACON FILE PHOTO

Volley coach Danijela Tomic [above] faces difficult path in order return to NCAA Tournament in 2010.

VOLLEYBALL

Tomic announces 2010 schedule riddled with difficult road stretches

JOEL DELGADO
Assistant Sports Director

The road for the upcoming season has been paved for the Golden Panthers volleyball squad as their 2010 schedule was announced this week by head coach Danijela Tomic.

The expectations for this team have risen each year and the team will look to build on its 2009 season after making it to the second round of the NCAA Tournament.

It will be a difficult path for FIU, however, as the schedule includes matches with seven teams that played in last year's NCAA Tournament, including cross-state rival Miami, Florida State, and conference rival Middle Tennessee, who handed the Golden Panthers their lone conference loss in the Sun Belt championship game.

Last season, the Golden Panthers began their season away from home with six straight matches away from Miami. This time around, the Golden Panthers begin their season with 12 consecutive road matches, beginning on Aug. 27 against New Mexico State in the Florida State Invitational. Three of those matches during that extended road trip will be played across town in the Hurricane Invitational, hosted by the University of Miami on Sept. 10 and 11.

FIU will face UM on Sept. 11, nearly 10 months after the Golden Panthers eliminated the Hurricanes in the first round

of the NCAA Tournament.

The Golden Panthers open conference play with their home opener against Denver on Sept. 24 at the U.S. Century Bank Arena, nearly a month after the regular season begins.

The longest home stretch of the season for FIU will last only three games, spanning from Oct. 8-16 and will then be followed by a five-game road stretch before finally returning to play four of its final five games in front of a home crowd.

None of FIU's nine home matches for this upcoming season feature non-conference opponents as the Golden Panthers will only host Sun Belt foes at home.

RECRUIT SHINES

Golden Panther volleyball recruit Jessica Gehrke, also a track-and-field athlete, won four events in the championship meet to help the West High School girls track team capture the Class 4A Iowa state title in May.

Gehrke, who was featured in Sport's Illustrates Faces in the Crowd section in May, won the 100-meter and 200-meter events to help her team capture the title. She became the first player in her school's history to win four events in a single state meet.

The incoming freshman will be a member of the FIU volleyball squad as well as the track-and-field team during the upcoming athletic year.

SWIMMING AND DIVING

New coach Horner starts recruiting cycle upon arrival

IGOR MELO
Contributing Writer

Randy Horner is diving head first in to the recruiting pool.

July 1 marked the first day of work for Horner. The new swimming and diving coach has been non-stop on the phones trying to get an early start on turning the program around.

Horner, former New Orleans coach, arrived in Miami in mid-June and is loving everything about his new city, especially the Modesto A. Maidique Campus, which will be one of his selling features in bringing in new recruits to FIU.

Beacon: What was it like for you on your first day at the job?

Horner: Actually, I've been here for a few weeks unofficially, just kind of getting some ground work started in the recruiting process. It's been good so far, I kind of like it. The people are good, we have a great motivated staff and I'm glad to be a part of it.

Beacon: Have you spoken to your team yet? If so, what have you said to them?

Horner: Yes I have. I've been corresponding through e-mail as well as individual phone conversations with each of the members of the team. Just wanted to say 'hello' and tell them a little about myself, answer any of the questions they had as well as talk a little bit about their past experiences with the program and things that they would like to see in the future.

Beacon: What was your biggest influence in becoming a swimming coach?

Horner: I really enjoy having an impact

on young people's lives. I love to win and I love being successful so the drive of making them better athletes is there. It's an internal passion, but the big picture is developing them as people over a four to five year period.

Beacon: How much did University of New Orleans dropping to Division 3 affect your decision?

Horner: It didn't affect my decision to come here, but it sure affected my decision on seeking for other opportunities. When that happened my entire focus for that entire last

season was to help every athlete on the program at University of New Orleans find a new home. We successfully transferred every swimmer on the program to other universities this year. There was no future at the division-I level there.

Beacon: What attracted you to FIU? Did you receive any other offers from any other schools?

Horner: It's all up to whatever positions are open on a yearly basis. There were only a few head coaching positions open, there were many assistant head coaching positions open. I did have some other options and I definitely think that FIU was a great opportunity and one I could not pass up.

Beacon: Have you had the chance to check out the campus? What is your favorite part about FIU?

Horner: The Graham Center is probably my favorite part of the campus, it's the only part that I've really had a lot of exposure to at this point. The campus in general is beautiful [especially] the way it's kept with the landscaping and everything. Just the modern nature of the buildings is very attractive,



HORNER

"I really enjoy having an impact on young people's lives. I love to win and I love being successful so the drive of making them better athletes is there."

Randy Horner
FIU Swimming and Diving Coach

it's going to be a great selling feature for bringing young student-athletes in to.

Beacon: In your first season at UNO, your men's recruiting class was ranked 18th in the nation schools, how do you think you'll fare in recruiting in first season at FIU?

Horner: I think it's going to be good, we just started our new recruiting cycle. That's pretty much what I have been doing all day, making phone contacts. The interest level is very high. We have a lot of great, high-level student-athletes that are very interested in the program and the future of the program, and I think we're going to have a great recruiting class this year.

Beacon: How different is it to coach a Men's team than it is a Women's team? Which one is easier?

Horner: I don't have a preference. In the past I've always had a co-ed team where I had men and women as to my first year in UNO, where I had a women's only team. So that's the only other experience I have had with women's only before we added the men there. It's different, I wouldn't say that one

is better than the other, but it's definitely different just kind of the dynamic of the group, how you deal with them. Some of the issues that come up are a little bit different based on natural sociology of the group,

Beacon: How do you plan on turning this swimming program around?

Horner: ...[I have] a vision of where the program is capable of going. Selling that vision to the existing members on that team to [reach] their true potential...then selling that vision to new prospects and recruits, convincing them that I can take them to that level athletically to pursue their goals.

Beacon: Is it realistic for the team to be able to compete for Sun Belt championship this year?

Horner: No. I would say if things go well, we can be in contention in our third year (maybe). It takes some time to develop. Even just one freshmen class coming in next year would not be enough of an impact to make up the number of points that we're behind with the contenders. You have to bring in a freshmen class and then they develop through the senior year.

MIAMI HEAT

Heat fans receive bad info and miss Wade on arrival

TIM REYNOLDS
Associated Press

The word went out early Monday morning to Miami Heat fans. Show up at 8 a.m. and welcome Dwyane Wade back to South Florida, they were told.

So they did.

Right time. Wrong location.

Wade arrived back in Miami, but instead of flying on a private jet into a charter facility — as the Heat marketing department expected — he took a different flight into one of the airport's main terminals. So about 50 Heat fans, as well as a handful of team employees, left without a glimpse of Wade, who is expected to decide his playing future in the coming days.

"He'll hear that we were here," said 20-year-old fan David Figueroa. "That's enough, right?"

Sure enough, Wade's representatives confirmed that the six-time All-Star was aware of the gathering, albeit after he left Miami International Airport.

The Heat leaked his travel plans overnight, telling fans to greet Wade at the airport.

One of the triumvirate of marquee stars in this NBA free-agent megaclass, Wade could decide this week between the Heat, the New Jersey Nets, the New York Knicks and his hometown team, the Chicago Bulls. Wade, LeBron James and Chris Bosh began getting formally wooed on Thursday by several clubs.

The Heat turned to social media, both Facebook and Twitter, around 12:50 a.m. Monday to rally fans. Even at the late hour, buzz grew quickly, and some fans were in place — the wrong place, unknowingly — by 7 a.m. An employee at the Signature Air facility said staff typically is told when a high-profile person like Wade is arriving, and that transportation for him is usually arranged ahead of time.

That wasn't the case Monday. And by the time word arrived that Wade was back in Miami, he'd already left the airport.

"Bad information," Heat executive vice president Michael McCullough told the sign-waving, T-shirt-donning group.

Wade's next appearance seems a lot more certain.

He's scheduled to appear at a youth basketball camp about 30 minutes north of Miami on Tuesday, plus take questions with Alonzo Mourning about their charity weekend later this month. Hundreds of well-wishers are expected there, including dozens of children who are working on a "special" presentation for Wade.

Many of those well-wishers will be Heat employees. The organization chartered four buses to take about 200 staffers to a surprise birthday party for free agent Udonis Haslem last month, and will take a similar approach with Wade's event on Tuesday.

Before arriving Monday — in Miami-Wade County, officially, until July 8 by order of the county commissioners — Wade had been in Chicago.

He took his meetings there, including formal sit-downs with three clubs, plus an informal chat with the Heat. Now back in Miami, Wade will meet with Heat president Pat Riley and owner Micky Arison this week.

Heat officials were asking fans to reach out to Wade on Facebook at 3:33 p.m. Monday, a nod to "3," his jersey number.

A STAND UP FOR THE COUNT
Census 2010

HAVEN'T FILLED OUT YOUR 2010 CENSUS FORM?

Call the Telephone Assistance Center at
1-866-872-6868
for a phone interview.

REMEMBER, college students living away from home should fill out their own census forms.
Students, Stand Up for the Count!

f Stand Up For The Count
@StandUp4Count

2010 CENSUS
United States Census 2010
Census.gov

FROST ART SHOW:

FIU MUSEUM INFUSED WITH MULTICULTURAL ART

MARIA MURRIEL
Staff writer

The Frost Art Museum, although located near the heart of campus, mostly operates as a separate entity.

The Graham Center is practically always advertising new exhibits at the Frost, but in order to really know just how much the museum has to offer at any given point, it's best to walk through those very chic glass doors.

If you are one of the many who don't visit the museum often, you'll be surprised to find that throughout the year there is an average of four exhibits going on simultaneously aside from the Frost's permanent collection.

On July 12, the museum will host a morning lecture and meet-and-greet with Haitian sculptor Jean Claude Rigaud, an artist who's traveled the world to study from masters of his trade and now resides and works in Miami to share what he's learned.

Another Haitian artist will make his appearance at the Frost on July 28, at the event entitled "Meet and Mingle with Philippe Dodard."

These two artists' backgrounds are exemplary of the Frost's expansive international arts coverage.

Both hailing from the Caribbean and the latter influential in the arts of the African Diaspora, they represent the part of the world where "tap-tap" is a term commonly used and art is a feisty reunion of colors: Haiti.

This summer, the Frost presents "Tap-Tap: Celebrating the Art of Haiti." The exhibit's proceeds go to earthquake relief targeting art and culture.

"Paul Strand in México" takes museum-goers west of the Caribbean through the work of Paul Strand, who has been recognized as "one of the great modernist photographers of the 20th century."

Strand's photography brought out the characters he thought embodied Mexico's essence. His pieces, photographed during the early 1930s through 1966, capture the heart of the Mexican workers, indigenous residents, and the remains of colonial architecture in the modern city.

Then, from our very own mysterious native tribes, the Frost has gathered an assortment of spiritually charged pieces to put together "Spiritual Healing – Shamans of the Northwest Coast: Art and the Cultural Approach to Healing."

Comprised of both relics and new representations of historical objects, this exhibit sheds a light on the shamanic North American culture that is often left forgotten among stocks of



COURTESY OF FROST ART MUSEUM

Native American history and heritage.

The compilation features pieces utilized in healing, and is designed to educate the public on the practices and beliefs of the animist tribes.

All of these exhibits were inaugurated early this summer in partnership with Target Wednesday After Hours.

On July 21, entrepreneur Michelle Villalobos will visit the museum at 6 p.m. to coach people on self-marketing skills and foment the "findable profile" skills that are necessary to survive in a world of business networking.

The Grand Gallery, located on the second floor of the museum, is currently occupied by the unusual and alluring works of one Volf Roitman, the late versatile artist and center of the exhibit "From MADI to the Ludic Revolution."

The innovative Uruguayan's career spanned six centuries and two artistic movements, both of which are represented in the Gallery in colorful works, generally of a playful nature. Some are moving structures and some are small geometric light boxes from Roitman's MADI days in 1940s Buenos Aires. Either way, all the pieces are defined by their luminous color schemes.

But don't be quick to frame Roitman as an earlier Romero Britto. His wacky geometric lights and whimsical color works are put together with taste and the finished product gives off a pleasant glow that you could never find in Britto's kittens.



FISTFULS OF TECH!

Best online services for keeping students organized

The Internet is full of little nooks and crannies that hold within them not melted butter but great services that would help any student out in their day-to-day struggle to learn in college. Here are a few of the essentials that have made my life easier and hopefully will do the same for you.

COLUMNIST



JORGE VALENS

GOOGLE APPS - GMAIL, CALENDAR, AND DOCS (FREE)

Google's suite of online applications is pretty robust, but these few are some that will make college a little less daunting. First off, Gmail is a great online mail client that offers a lot of customization. I have left programs like Outlook and Apple Mail in the dust because Google's online mail is more feature-rich than any desktop program can offer. Calendar is a great calendar app that can send you emails or even push notifications to make sure you make it to class on time. Both these services can be synced to

almost any smart phone with Google Sync, which uses Microsoft's Exchange technology to sync between you and Google's servers.

Google Docs, however, is the star in this group. Docs will allow you to create Microsoft Office compatible files including text, spreadsheets, and even PowerPoint slide shows. The online document creator is not as feature rich and powerful as Microsoft Office itself but it gets the job, whatever it is, done for free. Best of all, it stores all of that in the cloud so you can access and print it from wherever you are.

MINT (FREE)

Mint is an online banking service that basically takes all your bank accounts, including the ones for your financial aid, and groups them together in one place where you can view and manage all your money. Mint, which was recently purchased by Intuit Software, will monitor and help you budget your money, send alerts when you either receive money or are about to overdraft.

Mint is extremely secure as it basically has a read only access to your accounts, thanks to industry mandated online API's

that are made for services like these. Mint has applications for the iPhone and Android and is free. This has definitely helped me get a grip on my finances and see where my money is going.

THINGS (MAC ONLY, \$49.95 FOR THE DESKTOP CLIENT AND \$9.99 FOR THE IPHONE VERSION)

Things for Mac is the ultimate app for those people that need to get things done and follow a to-do list. It can compile tasks based on urgency, word tags, or even by project; so you can have multiple tasks categorized under one project. The software is pricey, but for something that can sync seamlessly over Wi-Fi between your iPhone and your computer, it's well worth it. This software organizes my life and makes task completion easy by letting you see the bigger picture.

EVERNOTE (FREE, AVAILABLE FOR MULTIPLE PLATFORMS INCLUDING MAC, WINDOWS, AND VARIOUS SMART PHONES)

Evernote is a great note taking applica-

tion that is 100 percent web based.

"The free service allows you to upload text, audio, photo and video notes to their cloud server. So instead of using the Notes app on your iPhone or Blackberry, simply use Evernote and anything you upload will be synced with all the devices registered under your account.

This service comes in handy for me at the beginning of the year when I am shopping around for textbooks. Simply upload the section of your syllabus with the textbook info and off you go to shop around for the best price.

Another unique use is when a professor writes an announcement on the board, take a picture of it with your phone while you are walking out the door. When you get home, it'll be waiting for you on your PC or Mac.

Evernote can categorize notes by word tags and categories. It's a free service with a reasonably priced premium option that just gives you a little more storage space.

Fistfuls of Tech is a weekly technology column.

TOP 4 MOST BORING ARTISTS

HECTOR MOJENA
Staff Writer

There are plenty of bands out there whose music makes people want to jump around and send their bodies into a frenzy. These are bands like The Beatles, Led Zeppelin, etc., who have defined the history of rock music so thoroughly that even the bands on this list owe something of a debt, no matter how minuscule (and yawn-inducing) that debt is.

Of course, this isn't the story of those awesome bands, but rather the story of how someone listens to The Beatles and says, "Man, isn't 'Something' the best Beatles song? I want all of our songs to sound like that." Like aural Valium, these are the artists whose music acts as the perfect soundtrack for that special trip into catatonia that you've always dreamt of. Sleep and just general boredom are the only sorts of outcomes you can expect from these winners.

4 Moby

Starting off a list by saying that Moby makes music for coma patients is a bit like saying that Moby is a skinny, bald Vegan: it's just a statement of fact.

However, that wasn't always the case. The man no one calls Richard Melville Hall did play in several punk bands circa the 1980s and, in fact, began his proper solo career as a progressive electronic musician, helping to shape various nascent genres of electronic music. But then something happened, and that something was Play. Ever since that album's huge success, Moby has specialized in a very specific kind of aural sleep aid: the kind of sonic wallpaper you'd expect to hear on some new age music compilation right next to tracks by Enya and Enigma.



AP IMAGE EXCHANGE

2 Jack Johnson

Subscribing to the notion that life's a beach, Jack Johnson has peddled some of the most reviled acoustic pop music of the decade. It's as if he got the whole laying-back-in-the-sand thing down but forgot about the fact that people do a lot of other things at the beach too.

Like a malignant tumor composed of folksy aphorisms and surfboard wax, Johnson has managed to release several albums whose ultimately mind numbing feel-good attitude only serves to inspire more rage. He may inspire sleep, but it's of the sort where you wake up in the morning and curse that this was what knocked you out in the first place.



AP IMAGE EXCHANGE

1 Coldplay

Of all the bands on this list so far, this is the only one that actually took over the world. How that is conceivably possible with such maudlin acoustic balladry is only a testament to how many people made mixtapes with "Yellow" as the "We should totally get drunk on wine coolers" song.

Who knew that such a particular brand of sod-rock could infiltrate the mainstream with such indifference being the cornerstone of its creation.

Nowadays, Coldplay fancies itself a more experimental outfit, taking cues from perhaps more obscure influences than they did in their "Yellow" days. But make no mistake about it, that same yawn-inducing music for 20-something's you heard on Parachutes has only just transformed into yawn inducing music for people who like U2, but without all that pesky "energy" people are always fussing about.



AP IMAGE EXCHANGE

3 Vampire Weekend

No band in recent memory has inspired perhaps more collective shrugging than these guys. They essentially write music about going to Harvard that can conceivably be played at any dinner party once that AIR CD is finished. Oh, and there are tablas in some of the songs, too.

None of these elements make for anything close to engaging because of the ridiculously specific audience they're pandering to.



AP IMAGE EXCHANGE

PANEL PANEL

PILGRIM NOT ONLY FOR THANKSGIVING

Scott Pilgrim is an underdog. He's a hero, incredibly stupid, yet resourceful with a heart of gold.

He's also the main character of Canadian comic author Bryan Lee O'Malley's latest project.

COLUMNIST



SEAN GONZALEZ

Held in manga sized graphic novels, the Scott Pilgrim series provides both nostalgia as well as current pop allusions.

Throughout the six books, Scott comically battles seven evil ex-boyfriends of his new love interest Romana Flowers.

The exact reason as to why he has to fight the exes has yet to be described, but the mystery is cleverly weaned to the readers throughout every book.

When he's not fighting for his lady's love, Scott is playing Sega Genesis or rocking out with his band, Sex Bob-omb.

Every book includes crazy fight scenes and hilarious adventures. Even if you're not one to usually partake in video games or comic books, the Scott Pilgrim series is still a great read seeing as how despite their over the top lives, the characters come off as genuine people.

In between busting through walls and blabbing about the Uncanny X-men, Scott and his friends have actual drama. Scott's gay roommate, Wallace, has landlord issues while the band stresses about recording a new album. Every aspect manages to be just light enough to not overpower the others and keep the comedy eclectic.

Even with the interwoven lives of the characters, the world they live in still comes off streamlined and easy to understand, arguably the strongest aspect of the series.

The good times that emanate from this series will hit the big screen in August. The film is directed by "Shaun of the Dead" director, Edgar Wright, and stars the always-awkward Michael Cera as Scott.

The sixth book in the series, "Scott Pilgrim's Finest Hour", a culmination of the entire series, comes out July 20.

Throw in a video game coming out sometime this summer and you've got more Scott Pilgrim than you can handle. Thanks to all the crammed together release dates, the movie differs from the book near the end. This is a plus for anyone who wants to catch up while avoiding spoiler alerts.

If it's your first comic, Scott Pilgrim is a quirky series that will leave you wanting more. With each book in the series being relatively small, it's common practice for newcomers to blow through them quickly. It's a good idea to pick it up if you're an old school comic reader too. The series doesn't forget what inspired it and yet is still hip to the times.

ADRIANA RODRIGUEZ LIFE! Editor

FIFA madness is in full swing and as the games come to an end in the upcoming days, here are some of the best places to get caught up in all the excitement:

Segafredo L'Originale on 1040 Lincoln Road offers frozen drink specials changing to represent the teams playing. Plus, there's no costly cover charge to get in—not common for Lincoln Road.

Segafredo's is teaming up with the Colony Theatre by airing the semifinals and finals on a 40' x 25' feet HD screen for the ultimate game-watching experience. Tickets are only \$10 and can be purchased at the Colony Box Office, Segafredo Lincoln Road or Ticketmaster.com.

Churchill's

Airing the semifinals on July 6 and 7 at 2:30 p.m., Churchill's is located in Little Haiti and is better known for their underground music scene than for being a sports bar. But the pub has played every game in the series and is the perfect place for those who aren't avid soccer fans and are trying to stay away from the typical bar. Churchill's is located on 5501 SE 2nd Ave.

Kendall Ale House

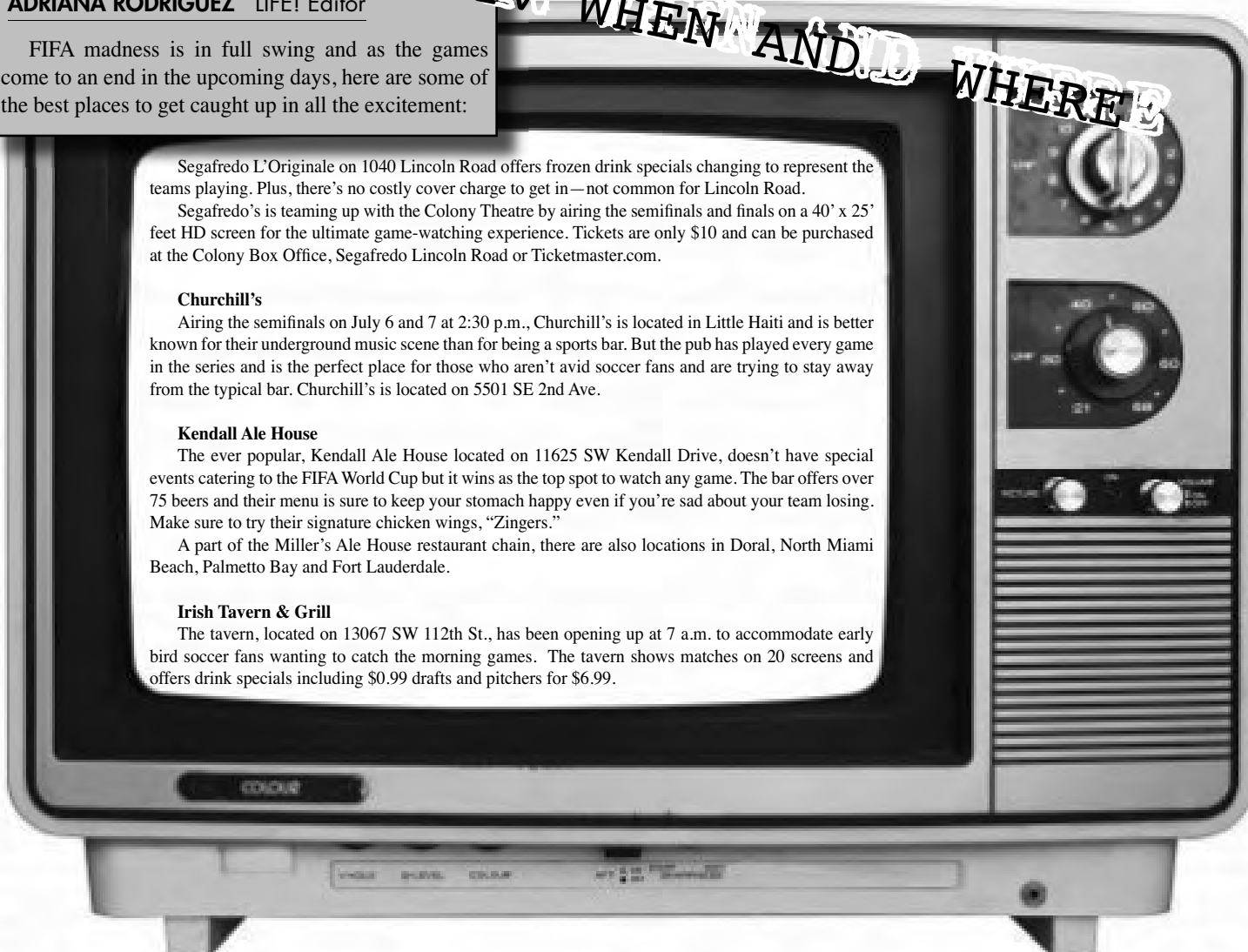
The ever popular, Kendall Ale House located on 11625 SW Kendall Drive, doesn't have special events catering to the FIFA World Cup but it wins as the top spot to watch any game. The bar offers over 75 beers and their menu is sure to keep your stomach happy even if you're sad about your team losing. Make sure to try their signature chicken wings, "Zingers."

A part of the Miller's Ale House restaurant chain, there are also locations in Doral, North Miami Beach, Palmetto Bay and Fort Lauderdale.

Irish Tavern & Grill

The tavern, located on 13067 SW 112th St., has been opening up at 7 a.m. to accommodate early bird soccer fans wanting to catch the morning games. The tavern shows matches on 20 screens and offers drink specials including \$0.99 drafts and pitchers for \$6.99.

FIFA ON TV WHEN AND WHERE



Pornographers disregarding STDs

ODETTE BARRIENTOS
Assistant Editor

A Los Angeles-based AIDS advocacy group filed a complaint with the Miami-Dade County Health Department against Miami-based adult film-making companies Bang Brothers Films, Josh Stone Productions and Reality Kings Productions Beverly Hills-based adult film-making company Hustler Video. They claim that the actors in adult films aren't wearing condoms and could be spreading diseases including HIV.

In making such films, people are being conditioned that not wearing condoms is okay, thus contributing to the AIDS epidemic and the spread of other STDs.

The complaint was filed under the state's sanitary nuisance law, Florida Statute 386, which bans any act that might spread disease.

"The object is not to shut down the adult films, only to get the male actors to wear condoms," said Michael Weinstein, president of the AIDS Healthcare Foundation.

At first glance, this complaint sounds useless and ineffective. The adult-

film industry does not make money by promoting safe sex. It never has. Adult-film makers everywhere (not just in South Florida) would resist this.

So, why try to change their agenda now?

A look at the AIDS statistics in the US, particularly in Florida, justifies this complaint. Overall, over one

At the end of the day, these movies don't go on to show the repercussions of unprotected sex.

million AIDS cases have been reported in the 50 states of the USA, the District of Columbia and Puerto Rico. Of those with known residence, 85% were reported in major metropolitan areas. New York has accounted for around a fifth of all cases, with Los Angeles (60,583 cases), and Miami (58,554) also providing substantial numbers.

Florida has consistently

ranked third in the nation in the number of reported cases. In addition, HIV/AIDS is the leading cause of death in Florida for both black males and black females age 25-44.

Meanwhile, the porn industry does harm in promoting unsafe sex as common and trivial. It is wrong to go about minimizing the effects of an epidemic, especially one that has plagued this country for decades.

"The use of condoms is not the policy of Bang Brothers or the vast majority of adult industry producers," said Larry Walters, a lawyer for that represents the company. "What kind of adult film would you have left? Nothing that would sell."

Even so, according to Walters, Bang Brothers actors are permitted to wear condoms in films if they want, and they are regularly tested for STDs and HIV.

However, HIV tests conducted on newly infected, contagious people may come up negative for weeks after infection, a phenomenon referred to as the "window period."

Furthermore, AIDS is not the only STD threat; some diseases such as Herpes may go undetected for years while the host remains contagious.

Essentially, screening itself-even if carried out diligently-may not prevent spread. It's just not an effective preventative measure.

In addition, this doesn't address the carefree culture. The reality is that the actors regularly don't wear condoms.

At the end of the day, these movies don't go on to show the repercussions of unprotected sex. The actors don't suffer consequences such as AIDS or syphilis in their respective story lines. They are apparently invincible. This message of invincibility is sent to audiences.

Perhaps the use of condoms in adult films would help set a better example, a monkey-see monkey-do effect. After all, we live in a consumerist world that is driven by the media and advertisement. It is completely logical to call out adult film-makers in a region that stands at the top of the charts in AIDS cases.

Allowing for an epidemic to gain strength with no desire to control or influence it whatsoever is clearly the best way to make money. It's not just Miami's adult-film makers' way of thinking - it's everyone else involved in the industry.

Attack of the fast food bombs

JUSTIN JANS
Contributing Writer

Recently, I've noticed a big move towards healthier and nutritionally conscientious eating choices. With people flocking to the Atkins and South Beach diets, people have shown a greater concern for their health. Ironically, I've also noticed that restaurants have begun to bombard us with fat bombs, like KFC's Double Down and Burger King's ribs.

Now, I'm not a health nut. I'll choose a burger over a salad any day, but I've realized I do need to cut down on my intake of junk food by trying some more nutritious foods. I try to do this, but the University is not giving me much of a choice.

To their credit, the University is attempting to diversify the eating options on campus. With Chili's Too opening up, and the opening of the new garage's restaurants in the fall, including Chick-fil-A, Moe's, Papa John's, Dunkin' Donuts, and Salad Creations, we may be in for a treat on campus.

However, like most treats, they are unhealthy. Looking at the new restaurant additions along with the old restaurants, the only healthy options are Salad Creations, some items at Camille's, located in the recreation center, and maybe Subway if you eat off their light and fit menu.

Again, I'm not a health nut, but I still care about my nutrition.

And what about those that are health nuts? For students who want healthy choices, they are railroaded into a couple of eateries, where healthy meals are the exception and not the rule.

The one question I have to pose to those who picked these restaurants: what were the criteria for a restaurant opening on campus? It's clearly not a healthy menu.

Our school is supposedly moving towards a healthier campus with "innovations" such as nutrition labels on foods, healthier options in vending machines, and the contentious campus-wide smoking ban. The University missed a great opportunity here to make a real and positive impact on students' health.

When I heard that restaurants were coming to the new garage, it was already half-finished and everything was decided. The students never had the option to choose the food places.

This makes me wonder whether the school is getting something from the restaurants for allowing them on campus. They definitely want the locations to generate revenue, but healthier options could generate revenue as well. In fact, they may make even more money because of the lack of healthy options on campus.

Instead, we are left with mostly unhealthy restaurants. Sure, you could go off-campus, but most people don't have that much time between classes. And even if you did, good luck finding a parking spot when you get back.

The majority of what we're left with on campus has menus consisting of greasy, fattening food, with the occasional "light" meal thrown in. Looking at Moe's menu, their salads contain meat and beans, which are not the healthiest of choices.

Most restaurants claim to have healthy choices, but in reality they are simply healthier than the rest of the menu. They are not healthy in the sense that they are good for you and will aid your health.

It's a wonder why the University has not latched on to the nutrition craze sweeping the world, especially with the plethora of low calorie and high protein meals out there, usually packing extravagant prices.

In doing so, the University would appease the demand that exists for healthy food all the while make a killing in the process. It's a win-win situation.

Tuition editorial lacks full details

DEAN WILLIAMS
Special to The Beacon

In response to the June 23 editorial title "Tuition hikes, though unpopular, are necessary for University operations", this editorial inaccurately utilizes a series of arguments to supplement the Editorial Board's opinion that the Board of Trustees' recent decision to increase tuition is a "necessary evil."

I'd first like to address the tuition increase. According to Christy Harris, the budget director at the state board of governors, the state legislature decided to mandate an 8% increase in tuition for the 2010-2011 academic school year. Neither the Board of Governors of the State University System of Florida, nor the President and the Board of Trustees of the Florida International University, has control over this legislatively mandated increase.

Now, as it relates to undergraduate tuition for example, tuition differential allows for an increase of tuition up to an additional 7%.

In order for the tuition differential to materialize, President Mark Rosenberg makes a recommendation to the BoT, who approves or denies his request. If the BoT approves his request, it is then taken to the BoG, at which

point it is approved, denied, or tabled pending additional information.

Your claim then, that "President Mark Rosenberg broke the news that he will propose a 15% tuition increase" misrepresents the complexity of the situation at hand.

With regards to the use of revenue generated from the tuition increase, the editorial mentions, "The Beacon sees no other option for the University to increase its revenue in order to bridge the gap in the budget, while maintaining the 'World's Ahead' state of mind", and further, "The Beacon would like to see the increased revenue from tuition being put towards hiring more faculty and student advisors."

Your characterization implies that the funds may or may not be used in an inappropriate manner.

Contrarily, in an article published at news.FIU.edu on June 4 entitled "FIU Trustees approve 2010-2011 budget, tuition and fee increase", President Rosenberg affirms that the increase in tuition will "provide funds for new faculty and advisors needed to offer the courses and provide the guidance to ensure quality education and timely graduation of our students" and that the additional estimated

\$20 million dollars in revenue that will materialize as a result of the tuition increase "will be used to hire new faculty members, increase the number of academic advisors, and invest in student support services, including the library."

Finally, I would just like to mention two things that your editorial, unfortunately, overlooked. Referring to the June 4 news.FIU.edu article again, undergraduate tuition is being increasing an additional \$15.34 per credit hour, bringing it to \$117.67 total per credit hour, which is well below the national average of \$275 per credit hour. So while tuition is increasing, it is far less than what most of our counterparts pay within the nation.

More importantly, the article mentions, "A portion of the funds collected as a result of the increase will be set aside for need based financial aid." While some may disapprove of the concept of "re-distributed wealth," this fact in particular, that you have seemingly neglected, would have significantly strengthened your argument that this tuition increase is a "necessary evil."

Dean Williams is the current press secretary for SGC-MMC.

QUOTE OF THE WEEK

[Afghanistan is] "a war of Obama's choosing. This is not something the United States had actively prosecuted or actively engaged in."

Republican National Committee Chairman Michael Steele

EDITORIAL POLICY

Editorials are the unified voice of the editorial board, which is composed of the editor in chief, management, and the editors of each of the five sections. The Beacon welcomes any letters regarding or in response to its editorials, send them to opinion@fiusm.com

SEND US YOUR LETTERS

Got a problem with parking? Want to give kudos to faculty? Or do you just have something to say about FIU? Send your thoughts in to opinion@fiusm.com or drop by our offices at either GC 240 or WUC 124. With your letter, be sure to include your name, major and year.

SJMC

Sigal Segev joins Ad/PR department

BECCA GRIESEMER
Contributing Writer

Sigal Segev has been part of the FIU community since she enrolled in its graduate program. She now returns as an assistant professor in the School of Journalism and Mass Communication's Advertising/Public Relations department.

Now on a tenure track, Segev is on her way to becoming a full professor after future evaluation.

Her original dream was to be a correspondent in her native country of Israel, but she was advised there wasn't a journalism graduate program at the time.

She then decided on integrated communications: advertising and public relations, where she received a master's degree, saying she fell in love with consumer behavior, specifically the pre-campaign stage.

"My mission statement in life was to do research," Segev said. "When this position at FIU opened, I applied enthusiastically."

Segev focuses on global consumer behavior, green branding, and multiculturalism communication.

Her interest in green consumer research was sparked four years ago with the birth of her second child, when she decided to start buying organic foods for her family.

"There was no previous research on mainstream, what I call, 'Realistic Green Consumers,'" Segev said.

Her goal is to work with other professors, such as Dr. Juliet Pinto and Dr. Brian Parker, both assistant professors in the SJMC, to compile new information to make recommendations for effective green branding. The three professors co-authored "What It Means to Go Green: Consumer Perceptions of Green Brands and Dimensions of Greenness," which was accepted by the American Academy of Advertising.

Segev's higher education journey began at Tel Aviv University, where she studied political science and Arabic. When her husband chose FIU for his graduate program, she followed suit.

She described that as an interna-

tional student, FIU was a warm and welcoming place.

"It becomes your home: the faculty, the nature of it all, everything," Segev said.

Segev then traveled to England to study at the University of Leicester, where she received her Ph.D. in Communications. She spent time working as the marketing communications director for Surf Communication Solutions, a telecommunications company that has offices in the U.S., Europe and Asia, before finding her way back to Miami.

She recently worked with Miami Ad School in an interactive global strategic communications track program that she coordinated.

Segev also developed a new class, Public Diplomacy, which is an integration of all concepts: marketing, public relations, international and media relations, images, culture, and, in her words, "anything else you can think of."

The most important thing Segev would like her students to take away from her classes is to open their eyes to look at perceptions more critically.

Heather Radi-Bermudez, SJMC's marketing coordinator, explained that she's excited about Segev's appointment.

"She has the foresight to see where the industry is going, and to be that intelligent and savvy enough to realize this is something we need to invest in," Bermudez said.

SJMC's Dean Lillian Lodge Kopenhaver expressed a similar outlook. She said that Segev's nontraditional active research agenda and one-to-one basis with students caught her eye.

"She's up on everything that's going on. She has a great deal of enthusiasm for her profession."

SJMC Associate Dean Allan Richards remembers walking into the office during Christmas break and finding Segev there, working.

"I asked her, 'What are you doing here?' She said, 'This is my holiday. I have three kids.' She's delightfully driven about her work," Richards said, who also explained why Segev is an asset to the department.

"If you take a look at her attitude, collegiality, what she's researching... I mean, it's a lot in one package."



SEGEV

PEE WEE FOOTBALL



ANA ANGEL/THE BEACON

The family of slain University of Miami football player Bryan Pata hosted a youth football clinic on July 3 at the North Miami Stadium.

South Florida youth collects pennies for Holocaust's dead

JAMES D. DAVIS
Associated Press

One penny. One murdered child.

One and a half million pennies. A mass murder made tangible.

Many know of the 6 million Jews the Nazis killed during World War II. With the project of a South Florida youth, visitors to the Holocaust Documentation and Education Center can now grasp the number of children among the victims.

David Broide, 13, pushed for about a year to collect the pennies as a bar mitzvah project. The product of his campaign is in dozens of bags, jugs, coin rolls and sandwich bags lining the halls of the Holocaust center in downtown Hollywood.

Thus far, 1.2 million of the pennies have been delivered to the Holocaust center. Broide and his family plan to bring the rest in about a month.

While the center decides how best to use them, visitors are amazed at the sight, says Rositta Kenigsberg, executive vice president.

"They always say something like, 'So many pennies, so many

children,'" said Kenigsberg, herself a child of a Holocaust survivor. "This is amazing. In all my years of Holocaust education, I've never met a young person who did this by himself."

For Broide, who began collecting the coins last summer, the project is personal: to commemorate his late grandfather Jose Broide, who fought Nazis in Poland as a partisan before emigrating to Costa Rica.

"He was a hero to me," said Broide, a member of the Beit David Highland Lakes Shul in Aventura. "I think he'd be very proud of this."

Donations came from friends, relatives and classmates at the Hillel Community Day School in North Miami Beach. Broide also contributed \$1,800 from his bar mitzvah gifts.

Passengers on Royal Caribbean cruises also contributed, dropping coins in cans at check-in counters at Port Everglades and the Port of Miami. A vice president of the cruise line, Craig Milan, is a board member of the Holocaust center.

The project had other help as well. Crystal Springs Water in Fort Lauderdale provided 40 five-gallon jugs to hold some of the

pennies. Palindrome Consulting in northeastern Miami-Dade County hosted and maintained Broide's website, NeverForgetNeverAgain.org.

Palindrome owner Ilan Sredni is also a grandson of Holocaust survivors. "I think this generation of survivors is going to be leaving us pretty soon. If not for people like David keeping the memory alive, it will be difficult for my grandchildren to know what happened."

Kenigsberg said a Brinks truck brought the pennies which weighed 6,000 pounds to the center on April 9, two days before Yom Hashoah, Holocaust Remembrance Day.

Broide drew less-welcome attention after an early newspaper article about the project was reposted on a Holocaust denial website. Some reader responses carried venom.

The shaken teen suspended the work for about two months. "That showed me there really is hate out there," he said.

Broide actually overshot his goal by 100,000 pennies, he said. Now he's planning another project for the center: 6 million pennies, representing all the Jewish Holocaust victims.



JOIN OUR STAFF!

The BEACON is always looking for talented and reliable individuals to join the staff. If you have an interest in writing, photography or even grammar, don't be shy. Stop by one of our offices located in GC 210 and WUC 124.