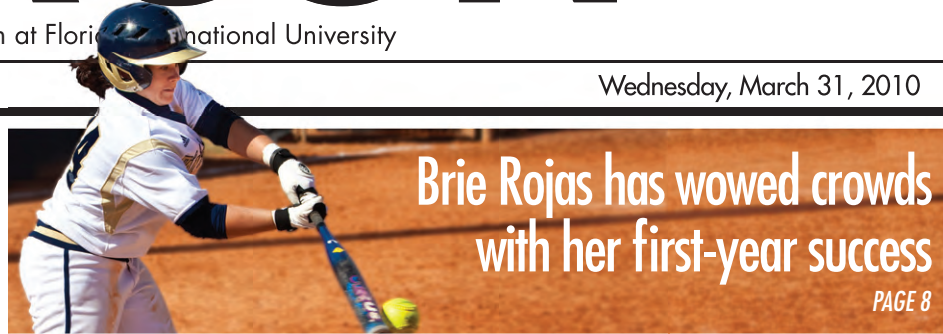


SGA ELECTION COVERAGE 2010

CHECK US OUT FRIDAY FOR FULL ELECTION RESULTS



Brie Rojas has wowed crowds with her first-year success

PAGE 8

SPOTLIGHT

AT THE BAY PAGE 3

After almost 20 years, the Biscayne Bay Campus Library is set to experience an extensive remodeling process.

OPINION PAGE 4

Getting Schooled: Iris pay tribute to Kendall Berry and discusses her thoughts on the University's safety in the aftermath of last week's tragedy.

OPINION PAGE 4



SGA: SGA elections have come and gone. Uncontested elections in SGC-MMC have eliminated all concepts of choice for students.

LIFE! PAGE 5

The Wolfsonian-FIU's newest exhibit about the evolution of prescription drug branding opened with a lecture discussing some of the best known brands of today.

LIFE! PAGE 5



Panel Panel: DC's insightful Daytripper miniseries tries to help its readers find a deeper meaning in their lives.

SPORTS PAGE 7

FIU continues to mourn the loss of Kendall Berry who showcased special qualities on and off the field.

UPCOMING EVENTS

Engineering and Computing Town Hall Meeting, March 31, 10 a.m. - 12 p.m. Meet your dean and SGA senators in the Panther Pit at the Engineering Center to voice your concerns. Refreshments provided.

Writers on the Bay, April 1, 8 p.m. Winners of the FIU Student Literary Awards will read their works at the BBC Bookstore.

EarthFest, April 1, 11 a.m. - 4 p.m. Live music, food, games and giveaways! Tours of the organic garden and the preserve. The fest will take place in the nature preserve.

-For more events, look for our calendar in the Life! section on Mondays and Fridays.

WEATHER



WEDNESDAY
Partly Cloudy
LOW: 58 HIGH: 81



THURSDAY
Mostly Cloudy
LOW: 59 HIGH: 81



FRIDAY
Sunny
LOW: 63 HIGH: 82

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TEARFUL TRIBUTE



ALEX GARCIA/THE BEACON

President Mark Rosenberg asked the audience to join hands in solidarity against senseless violence during Kendall Berry's Celebration of Life ceremony on March 29.

Capacity crowd gathers to celebrate life of slain student

STEPHANIE GABRIEL
Asst. Sports Director

Family, friends and teammates gathered to honor the life of FIU football player Kendall Berry on March 29 at the U.S. Century Bank Arena.

More than 1,000 chairs were set up, but it was not enough to accommodate the number of people who filled the arena to pay their respects to Berry, who was stabbed to death at the Modesto Maidique Campus on March 25.

The memorial was designed to celebrate the successes of Berry's

life rather than focus on the brutal way he was murdered. However, as songs, such as Amazing Grace, played throughout the arena, the anger and sadness was evident.

"When you see the power, the emotion that's in this room today, you see what you're dealing with," said FIU coach Mario Cristobal. "It's a guy who was a difference-maker in all our lives."

Cristobal went on to tell the story of when he first met Berry and his parents, in Haines City, Fla, noting that the running back was very respectful and well

mannered. Meanwhile, Berry's former academic advisor, Marcus Bright, spoke of Berry's dedication to school and football, also adding that Berry would tell his teammates that it's OK to walk away from a fight.

"He had a sense of urgency," Bright said, his voice rising. "He has to be saying with the same sense of urgency today to all of us to not to let his death be in vain."

Roommate, teammate, and friend Marquis Rolle fought back tears as he stood on podium

BERRY, page 7

Forum answers smoke-free campus concerns

MELISSA CACERES
Staff Writer

The Smoke-Free Tobacco-Free campaign held its first open forum for students, faculty and staff to ask questions about the initiative to ban the use of tobacco products on campus.

A panel of University health professors and directors of the campaign were present with the goal of addressing concerns and listening to feedback about the proposed policy, which is currently set to begin July 1, 2010.

"We need to try and create a community dialogue," said Dr.

Richard Botelho, chair of the campaign committee and assistant dean at the College of Medicine who was the moderator of the forum.

"It's only through engaging both sides of the constituency that one can really decide how to move forward," he said.

Over 100 University members attended the event in the East Graham Center Ballroom, along with individuals in the Biscayne Bay Campus who were able to view and contribute to the discussion through a live Web cast.

SMOKE-FREE, page 2

SGC-BBC SENATE

Speaker accused of fraud

JASMYN ELLIOTT
BBC Managing Editor

Once known for his "by the book" approach to council proceedings, the speaker of the senate for the Student Government Council at Biscayne Bay Campus may soon be known for tampering with election ballots.

Nickolay Chikishev, who currently serves as the third speaker of the senate for the current SGC-BBC administration under President Sholom Neistein, aimed to interfere with voting procedures at the SGC-BBC elections on March 29.

In a mass e-mail sent to students within his business course, Chikishev solicited their University e-mail addresses and Panther ID numbers in order to submit ballots in favor of SGC-BBC presidential candidate Zahra Arbabi aski and SGC-BBC vice presidential candidate Tanha Dil.

Within the e-mail, Chikishev accused SGA of wasteful spending and promised that if Arbabi aski and Dil won the elections, he would work as treasurer to "actually provide students with tangible benefits."

"I don't think he realizes the severity of his actions," said Kiela Samuels, SGC-BBC elections commissioner.

Rafael Zapata, assistant director of Campus Life and Orientation, says that Chikishev's actions came as a "big shock" to him, but that has not stopped him from taking action.

"I made it a point to set up a meeting with Nick as soon as possible so I could talk to him," said Zapata. "I also alerted the judicial committee so they can decide how to handle it."

SGC-BBC, page 3



MEGAN KELLEY/THE BEACON

Students spoke with former President Modesto Maidique and Nancy Maidique after the town-hall meeting.

SGC-MMC ELECTION DEBATES

Attendance sparse at debate; weather blamed

PHILIPPE BUTEAU
Senior Staff Writer

Debates for Student Government Council at Modesto Maidique Campus had lackluster attendance by both students and those running for a position.

The debates were held on March 29, the first day of voting, and co-sponsored by SGA and FIU Student Media.

The uncontested presidential and vice presidential candidates Helena Ramirez and Nick Autiello, respectively, were in attendance. Joining them were two of the seven lower-division senatorial candidates, Patrick O'Keefe and Amanda Jimenez.

None of the four senator-at-large candidates were in attendance.

Macarena Jimenez, one of

the lower-division senatorial candidates, said to Student Media that although she knew the debates were postponed from their previous date of March 26 to a new date, she didn't know when that would be until the day.

"I didn't check my e-mail until this morning and by the time I was done setting up [for my campaigning] it was 11 a.m.," Jimenez said.

Jimenez said she learned of the new date, time and place of the debates through an e-mail she received on Sunday morning.

Cristina Loreto, an Arts & Sciences senator running for an at-large seat, said she was working during that time and had class immediately after.

"I would have loved to be there but I took off from work on Friday and couldn't take that time off again," Loreto said.

O'Keefe felt disappointed by the lack of participation by senators, but not students.

"I can't really get mad at students," O'Keefe said.

O'Keefe added that he could understand if senators didn't want to attend the debates because they might want to continue their campaigning.

Jose Toscano, SGC-MMC adviser, explained the low student participation by suggesting that students took notice of the uncontested races and decided to not attend.

"The big fight is for lower-division so students might feel apathy," Toscano said.

He also brought up external factors, the weather and the memorial service held for Golden Panther running back Kendall Berry.

"Students might not be thinking about SGA at this point," Toscano said.

He hoped the next day of voting would bring a higher volume of people.

During the debate, candi-



LINDA LEE/THE BEACON

Helena Ramirez, right, and Nick Autiello, left, field questions from Student Media and a debate audience March 29.

dates fielded questions from Christy Flores, elections board commissioner, and Jorge Valens, Student Media news director.

Ramirez' questions touched on topics such as transparency within SGA, academic advising and campus safety. The two lower-division senatorial candidates were asked

specific questions.

O'Keefe was asked about the separation of powers and how he would work to make the balance fairer. Jimenez was asked about her qualifications and how she would represent the interests of underrepresented student demographics.

Ramirez said in meeting with academic advising

they came to a conclusion that wherever there are a certain amount of students, such as Campus Life events, there should be academic advisers.

"I think that's the problem with academic advising," Ramirez said. "They've been set in one room and students don't have the time to make their way there."

NEWS FLASH

NATIONAL

Christian militia accused of mass murder plot

Nine people belonging to a "Christian warrior" militia were accused on Monday of plotting to kill a Michigan law enforcement officer and then attack other police at the funeral.

According to CNN, a federal grand jury in Detroit, MI indicted the nine suspects on charges including attempted use of weapons of mass destruction and possessing a firearm during a crime of violence, U.S. Attorney Barbara L. McQuade and Andrew Arena, FBI special agent in charge, announced.

Attorney General Eric Holder called it "an insidious plan by anti-government extremists."

— Compiled by Gabriel Arrarás

On-campus smoking ban spreads mixed feelings throughout forum

SMOKE-FREE, page 1

Among those who attended were campaign leaders Nancy Maidique, wife of former FIU president Modesto Maidique and Robert Dollinger, the assis-

tant dean of student affairs of the College of Medicine.

"This [campaign] is, more than anything, about educating the community," Maidique said. "Because when we educate who we are, the better and wiser choices we make."

Throughout the forum, numerous members of the audience, who were a part of the minority of smokers on campus, expressed their opinions toward the ban, with a large number of them reacting negatively.

"So you're saying that either I successfully quit smoking or I lose my job?" said Patricia Pereira-Pujol, an information services librarian at FIU.

"There is already a policy, if it was enforced then there wouldn't be a problem. But to tell us that we have to quit or leave? I know most of my colleagues do not agree with this."

The smoke-free initiative does not say that employees can be terminated because they continue to smoke past the deadline.

Non-smokers, along with the smokers, brought up issues with the execution of the campaign, which included poor advertising, lack of communication with students and faculty, the hasty deadline for the prohibition and the

civil liberties of those who choose to smoke.

Many housing students also brought up the fact that while the large majority of commuter students have the opportunity to go home to smoke, residents at the University residence halls have no other place to go. There was agreement that there should be more opportunities for their voices to be heard before mandating regulations throughout the University.

"We want a healthy campus and we want the students to be healthy but that doesn't mean that enforcement of an arbitrary rule is necessarily healthy," said graduate student Nathan Samuels, studying science education.

For those in support of the ban, there was concern expressed for those who are harmed by second-hand smoke, like students with disabilities and illnesses.

"To us non-smokers, our civil liberties are being faded by those people who are putting toxins in the air around us. So I don't think that 'civil liberties' is a valid argument for allowing cigarettes to be smoked on campus," said Biscayne Bay student Daniel Suarez via Web cast.

While the members of the panel on the stage

were available to enter the discussion, one of the only speakers who responded to a question from the audience was Dr. David Brown, an assistant professor at the College of Medicine.

"The University has an obligation to protect its employees and students, the majority of whom do not smoke are being exposed to smoke which is a known cause of heart disease and cancer in people who don't smoke," he said.

"I recognize the difficulty that having a smoke-free environment places on those who are addicted to tobacco. We are going to be here to help for those who wish to quit and we are going to bring in the resources to do so."

Future town hall forums are being planned and will be announced by the Tobacco-free Campus Steering Committee of the Healthy University Task Force.

"I don't think people should leave here thinking that this is the end of the story," Botelho said "This is just the beginning of a dialogue."

After the forum, the campaign stated that it was considering pushing back the July 1 deadline.

For more information, e-mail fiu.smoke.free@gmail.com.

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New technology, dining part of library remodeling process

GISELE ROBLES
Contributing Writer

Since 1988, the Biscayne Bay Campus Library has been home to thousands of books and a host of students looking for a quiet refuge to study.

Finally, the library is undergoing a much-deserved facelift with a series of reconstructions and remodeling projects.

"The Biscayne Bay Campus library as well as the Modesto Maidique Campus library will be undergoing some remodeling in the next four years," said Scott Kass, department head of Reader Services at BBC.

The library, according to Kass, will be remodeled to better accommodate the students including aesthetic changes with new lighting and cleaned carpets. Students will also have access to the new snack bar and a Starbucks coffee station.

"Implementing a Starbucks coffee stand was one of our main goals,"

said Student Government Council at Biscayne Bay Campus President Sholom Neistein.

According to Neistein, \$2 million from SGA budget was allocated toward the remodel, which he feels will benefit students.

"There was a lack of facilities for students. This will help students have something tangible nearby and have access to food and coffee to stay alert," he said.

The new snack bar, complete with sandwiches, fruits, drinks, and an assortment of chips and candy is already completed and accessible to students.

"I was so happy to see it," Neistein said.

The information desk will also be changed to what Kass explains as "new information commons."

"It is a computer center where students may work in groups and have access to multimedia, moveable workstations, and white boards," said Sarah Hammill, distance learning librarian.

Additionally students will have comfy sofa chairs and couches which will replace the current desk chairs. Flat screen plasmas and white boards will also be implemented so that students can rehearse their presentations and get together for group meetings.

Although the new changes seem to excite students, there are still some concerns about the modifications.

"The snack bar would be perfect because it is closer than the food court but the plasma TVs may undermine the main purpose of the library - reading," said Olivia Massaro, junior and journalism major.

Kass is optimistic about the changes.

"This place will look like a mixture of your home living room, a lounge café, and a hotel lobby. We want students to feel comfortable and feel relaxed, maybe even to take a nap here," he said.

Additional reporting by Maureen Nino.

CAST YOUR BALLOT



TOMAS LOPEZ-MELIS/THE BEACON

Sarah David-Williams (left) Office Manager for Campus Life helps senior psychology major Maria Sahonero (right) as she gets ready to vote for the SGA elections on March 29.

Despite accusations, Chikishev maintains innocence

SGC-BBC, page 1

Concerned on how this may affect elections, Zapata also contacted the students e-mailed by Chikishev.

"We do not know how many students votes may have been compromised," Zapata said. "We do not have any numbers."

However, at the end of Chikishev's e-mail, he confirms receiving the information of one student.

"It doesn't matter what he does with the information," said Arbabi aski. "He already has it."

Both Dil and Arbabi aski denied having any prior knowledge of Chikishev's plans and have expressed deep disappointment. Dil referred to Chikishev's actions as "selfish."

"It's sad," said Dil. "This pushes back BBC's progress."

"I am shocked about what has happened, but also by who it came from - our senate speaker," said Arbabi aski. "I don't see how anyone can see this as an option."

Both Dil and Arbabi aski are concerned with how Chikishev's actions will affect the outcome of elections and SGC-BBC overall.

"This could bring up the possibility of a one-council system again," said Dil. "We should not get the blame due to one person."

Graduate senator Dametrius Vincent, while sympathetic, still believes Chikishev should be disciplined.

"I get what he was trying to do," said Vincent. "But, after being notified he kept trying to acquire student information, that is an impeachable offense."

Neistein finds Chikishev's actions to be

"more than a shame."

"It is unacceptable and I will not tolerate it," he said.

Neistein has asked for Chikishev's resignation, but the offer was refused unless a surprising request was met.

"[Chikishev] had the audacity to state that he would resign only if I and Cici [Christin "Cici" Battle, SGC-BBC vice president] resign," Neistein said.

Although contacted, Battle has chosen to remain neutral and has offered no comment.

In an interview with *The Beacon*, Chikishev denied any wrongdoing, citing that teachers and administrators routinely ask for student e-mail addresses and Panther ID numbers.

"Fraud is when the information is taken," said Chikishev. "These students were asked to give their information to me willingly."

Chikishev stated that when he became aware of the issue at hand, he sent a follow-up e-mail telling the students to refrain from sending him their information, as it would ultimately compromise the election.

According to Chikishev, there was "never any discussion about absentee ballots" and his ultimate intention was to boost voter turnout.

"By me collecting their information, I would be able to cast their vote if they wanted to vote for these candidates," he said.

Chikishev also stated that the problems with the online voting system was further cause for his actions.

Zapata disagrees.

"These problems have nothing to do with circumventing the election in favor of one

candidate," he said.

After *The Beacon* spoke with Neistein and reviewed the SGA constitution and election codes, it was noted that there are no procedures for absentee ballots stated in either document. According to Zapata, this is the case because absentee ballots are not used in any student election.

Dil states that Chikishev's argument is neither "logical" nor "credible."

"Our voting system is well promoted," said Dil, also stating that the paper ballot option was available in case the online voting

system was down. "If he wanted to [solve the absentee ballot issue], then he should have included every candidate's information and platform. If he had the right intentions, he would have asked Kiela."

In retrospect, Chikishev admits that he made a "poor decision" on his part.

"The intention was good, but I realize that it was misconstrued," he said. "I apologize that their names [Dil and Arbabi aski] have been involved in this."

Additional reporting by Sergio Montealegre and Maureen Nino.

NOTICE OF PUBLIC HEARINGS

The University Fee Committee will be holding public hearings on

Wednesday, April 7, 2010
BBC - WUC 155 at 10:00am
MMC - GC West Ballrooms at 2:00pm

The objective of these meetings will be to give interested individuals an opportunity to hear arguments pertaining to the proposed increase to the Student Health Fee. The amended fee will become effective in the Fall 2010 term. Students and other interested individuals are invited to attend these meetings.

GETTING SCHOOLED

Berry's murder brings new realization to FIU

When I first received word about the stabbing and subsequent death of Kendall Berry, I didn't know what to think.

This was peculiar to me specifically because I had never personally known the Golden Panthers' running back myself. I had never met him, or exchanged words with him; I don't even know if he was on the field at one of the home football games I attended last year.

But after watching the first breaking news report on Channel 7 last Thursday night, I felt an inexplicable sense of shock and an overwhelming sadness. A stranger - but more than that, a student - had been killed on my own campus, nearly half an hour after I had left it to go home.

I, along with the rest of the University, recognized Kendall Berry's death as the first of its kind on campus. Hopefully, it will be the last. As president Mark Rosenberg assured in a video to the University on Thursday night, the FIU campus is still safe.

The week was punctuated with accounts of students suffering extreme acts of violence. A student at Southridge High School, 16-year-old Edward Collier, was shot and killed at a bus stop in front of his mother and brother on March 25 after finding his brother trying to fight off two bullies. The killer - Adrian Dor'don Ellis, 20 - was the brother of one of the teens involved in the fight, according to *The Miami Herald*.

The week before, on March 17, 15-year-old Deerfield Beach Middle School student Josie Lou Ratley was punched and beaten at a bus stop with steel-toed boots. She remains in critical condition while Wayne Treacy, her attacker, remains in custody at a juvenile detention center.

And while I still believe that FIU is a safe school, I can no longer walk through Primera Casa and the Graham Center without wondering, "How could this happen, and of all places, here?" We must now remind ourselves that our campus is not isolated from reality. The mentality of

"that would never happen" has been completely shattered.

This realization, for me, could not have hit harder after attending Berry's memorial service - "a celebration of his life" - on Monday afternoon.

The U.S. Century Bank Arena was filled with 1,000 seats, and many people, including Berry's parents, siblings, friends and teammates united to remember Berry's accomplishments. It was draped with black curtains and surrounded a stage lined with peace lilies and bouquets, with a wreath sitting at its center.

Led by Master of Ceremonies Dr. Stephen M. Fain, University professor emeritus and a faculty representative from the NCAA, the service was highlighted with memories of Berry from his friends and family. Its participants managed to convey optimism, though pained, as they gathered to remember Kendall.

Yet the service could not escape the fact that Panthers and others had also gathered to mourn.

When the sobs began, I did my best to keep my composure, but tears still managed to creep to the corners of my eyes. I could not imagine what was going through the minds of the people who clung to others for support, sobbing, inconsolable.

As a university, we have come to the other side of tragedy, the side that no one wants to experience or endure.

I still cannot believe the headlines, the reports, the updates; I can't help but do a double-take as I pass by where Berry collapsed to the ground. The spot that was once marked with a grisly neon "X" is now the site of flowers and scrawled "Rest in Peace" messages.

We do not live in a bubble and we can no longer not expect what could be considered improbable or unlikely. We have to remember that we are not immune to senseless tragedy and that yes, as the adage goes, life is precious and fleeting.

Getting Schooled is a recurrent article that runs every other Wednesday.

COMMENTARY



IRIS FEBRES

Uncontested SGA elections not fair to student body

DAVID BARRIOS
Opinion Editor

By the time you're reading this article, the ballot places and online voting sites will be closed.

Helena Ramirez will have been elected as president of the Student Government Council at Modesto Maidique Campus and all will be well with the world.

"Uncontested," however, seems to be SGC-MMC's favorite phrase.

For the second year in a row, and for the fourth time in five years, their presidential race is going uncontested.

So, seriously, what the hell is going on within SGC-MMC?

Yuniel Molina, a former SGC-MMC senator was running against Ramirez and Nick Autiello, her vice presidential candidate, when his own VP candidate Edward Proenza dropped out of the race.

Now, the response to this would seem natural: let the guy pick a new vice presidential candidate and let him move on his way. Resistance came from SGC-MMC Elections Commissioner Christy Flores.

Her interpretation of the elections code deemed that since Proenza had withdrawn

following the campaign application deadline, it would invalidate that ticket. Of course, this rationale never made sense.

In American politics, presidential candidates are allowed to pick and drop candidates as they wish. Thomas Eagleton being dropped from George McGovern's campaign during the 1972 presidential elections comes to mind.

Eventually, Flores made the right decision by allowing Molina to run. She based it on a newly created provision within the elections code in Section 7.3, which states the elections board can establish "temporary, supplemental guidelines" to stand only for the current election.

Molina's second VP pick, Dania Castro, also withdrew from her position.

The elections board would not allow Molina to pick another candidate since any other candidate would have failed to attend "mandatory" candidate meetings, held on March 10 and 11.

What did student government gain from this? It's only natural that more people would pay attention or vote in a contested election. During the last elections, voting at SGC-MMC dropped from over 3,000

voters to just over 1,400 votes.

Suffice to say, SGA controls the allocation of Activities and Services fees, just over \$11 million. It's all student funds. Student awareness is a must.

Certainly, one must question Molina's judgement in picking candidates who seem to drop out so quickly. A candidate who can't pick a decent VP either has a lot of bad luck at hand or a lack of judgement.

Of course, you can't deny the fact that Helena Ramirez and Nick Autiello bring intelligence and experience into their positions. They're sure to do quite well in their respective positions.

Students should be allowed to have a choice for their elected leaders. Where's the incentive to vote when there is just one person on the presidential ballot?

Or, maybe my grandmother could better sum up this issue: "What is this, Cuba 1959?"

In the end though, what's up with a system that so easily allows for uncontested elections.

There is no specific person that you can accuse here. It is the fault of the entire institution.

Well, there's always next year.

LETTER TO THE EDITOR

Senate voting misinterpreted

BEN F. BADGER, JR.
Special to The Beacon

During the last two editorials published in *The Beacon*, serious concerns were brought up in regards to one of the voting methods used by the SGC-MMC senate: voting by acclamation.

In these editorials, the way this voting method works is misunderstood.

First, when a senator motions to use this voting method, it does not happen just because someone seconds the motion.

If it is seconded, it then goes to a simple vote by show of hands with the majority rule.

Roll call votes are not used when voting on procedural motions, as this would literally make it impossible to get any

business done due to the time constraints.

Second, voting by acclamation is in no way shape or form like an anonymous vote.

If this method is used, the vote by its nature must be unanimous.

In the event that the vote is not unanimous, it is automatically discarded and a roll call vote is made.

To find out how your senator voted on an acclamation vote, you simply need to look at the attendance roster for that given meeting.

If they were present at the meeting, that means they voted yes (no) on the aforementioned acclamation vote.

Lastly, the proposed constitution does not specify how votes are to be conducted, since such

rules do not belong in a constitution, but in the constitution's bylaws or statutes.

As *The Beacon* pointed out, a constitution should stand the test of time. Including rules of procedure in the constitution would make them way too difficult to change.

Bylaws or statutes, although difficult to change, can still be done in a timely fashion if the need arises.

The same cannot be said about adding amendments to the constitution.

Ben F. Badger is a senior in liberal studies, and currently serves the FIU community as the SGC-MMC press secretary.

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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.

WINNER/LOSER



Hundreds of millions of people around the world turned out their lights for one hour on Saturday, March 27 in support of World Wildlife Fund's Earth Hour, calling for action on climate change. It was the largest public demonstration in history.



Republican National Committee members are being charged with spending over \$2000 on "questionable" events including a party at a sex themed night club in West Hollywood. The S&M themed event was discovered in this month's RNC budget reports.

QUOTATIONATION

"Sometimes it is not until they return home in flag-draped coffins that we become truly aware of all that we are asking of them."

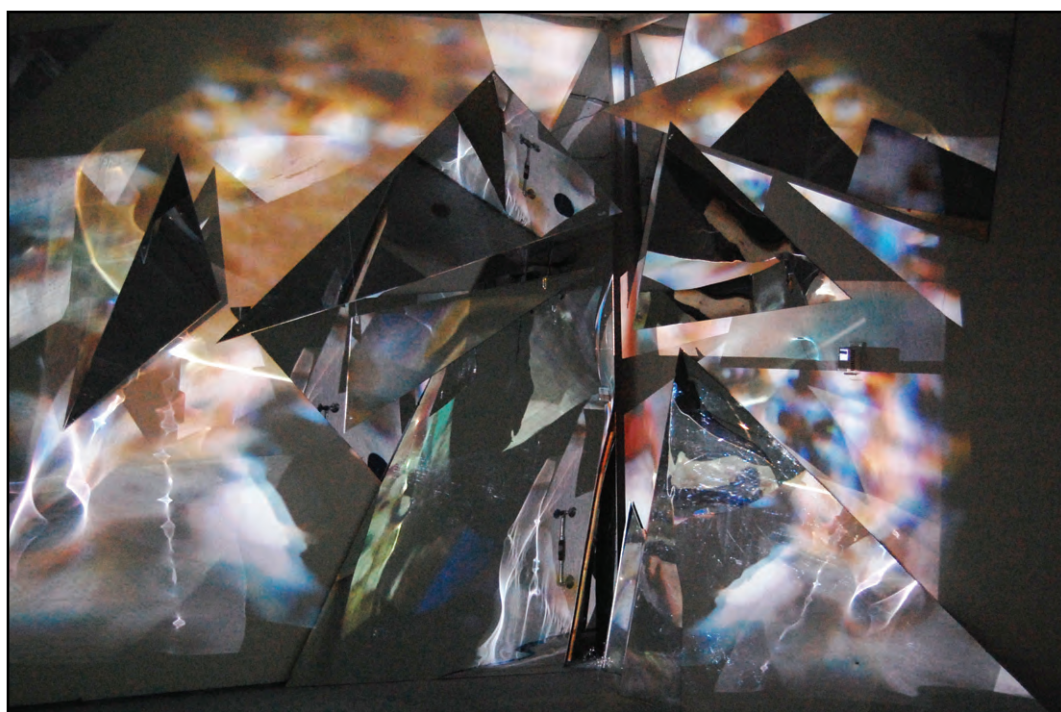
Prince Charles on British troops in Afghanistan following visit.

CREATIVE Concepts



PHOTOS BY EISA EROGKAN/THE BEACON

On March 24, the Honors College held a reception for their Aesthetics & Values show and MFA students opened their exhibition, "Wanderlust" at the Frost Art Museum. Gerry Stecca's "Frost Museum Installation" is an 18-foot-tall piece made out of wood clothespins connected by wire and is non-representational.



TOP: MFA student Jason Galbut's "Movie" is located in the third floor. His work makes sense of the pileup of life. **BOTTOM:** "Let Loving Start" by the TM Sisters, a video animation and installation, shows characters swaying to the movement of slowed 45 RPM records.

Marketing techniques aim to disguise dangerous drugs

ADRIANA RODRIGUEZ
Staff Writer

Nexium's "The Purple Pill" and Nasonex's Antonio Banderas' bee — some prescription drugs have succeeded at separating themselves from the competition and the pharmaceutical industry has turned into a business that's seemingly more about making money than making people better.

With their new exhibit and the whole country abuzz with talk of health care, the Wolfsonian-FIU invited Scott Piegrossi and Neil Flanzraich on March 26 for "A Prescription for Good Branding" on a discussion on the process of branding pharmaceutical drugs from naming to marketing, how it affects competition with generic drugs and the societal implications.

The lecture delved into the history of the pharmaceutical industry and how top-selling drugs got to be the highest grossing drugs on the market.

In the history of pharmaceuticals, patients have always had a preference for the more popular and advertised prescription drugs, said Flanzraich, former president of IVAX Corporation who is responsible for naming Aleve, and Piegrossi, vice president of the Miami-based Brand Institute.

Over 70 percent of the decision about what medicine a patient is prescribed is based on the patient's push to get the drugs advertised on TV, news and radio.

Nasonex's marketing campaign is centered on a bee voiced by Antonio Banderas. In the ads, the bee gives a happy connotation to what Piegrossi calls a very serious drug. Nasonex is a nasally-administered steroid that can have serious side effects on its users. The two men joked of the irony of the stinging bee being the medicine's spokesman.

Piegrossi said the softening of dangerous drugs has become a trend in pharmaceuticals.



Nasonex, like many other leading drugs with strong branding behind them, uses a logo that is easily recognizable but not an exact reference to the drug.

"The visual doesn't need to explain the product, it doesn't even need to be directly connected, but there should be a story there," Piegrossi said.

Piegrossi and Flanzraich talked

about the process of getting a drug's brand name approved. They made it seem like it was tougher to get a name approved than meeting the FDA's approval. The name has to go through getting a trademark, analyzing linguistics of the name to make sure it doesn't give the wrong idea about a drug, that there are no regulatory issues, and that it meets marketing standards.

The lecture had some funny moments, like when Piegrossi and Flanzraich discussed Cialis, the male enhancement drug. They called the side effect warning an endorsement for the drug.

The lecture coincided with the opening of the new gallery, *Advertising for Health*, located on the fifth floor of the museum.

The gallery is tiny, only a room with 20-25 works, if that. It displays advertisements for popular medicines as old as 125 years. Some were from Europe displaying popular politicians or social figures advertising the drug,

like the Parisian ad for Supreme Pills, a cough drop.

The ad used a popular satirical political poster of the time that depicted South Africa President Paul Kruger offering Great Britain's Queen Victoria pills to alleviate her cold.

"Eau Souveraine" served as a criticism of how society trusts the opinion of the elite blindly. The ad depicts a famous doctor in Paris endorsing the drug to a cosmopolitan crowd, the FDA approval of the time.

Early Bayer ads show scenes of Bayer's accountability and the use of the popular Bayer cross. Bayer was the first company to use the name aspirin for the popular drug acetylsalicylic acid. It was also one of the first companies to trademark a logo.

The small gallery also addressed the growth spurt in advertising for pediatrics around the world in the early 1900s. One ad for Scott's Emulsion, a gift from William H. Heftlund, said "Children like cod liver oil when given as Scott's Emulsion."

PANEL PANEL

Series focuses on importance of living day to day

Daytripper, a 10-issue miniseries, has twin Brazilian brothers, Fábio Moon and Gabriel Bá, taking turns with the writing and drawing responsibilities. Comic fans may be familiar with Moon's artwork on Image Comics' *Casanova* series and Bá's work in the Eisner award winner, *The Umbrella Academy*, from Darkhorse Comics.

The comic takes – as the name would suggest – a "slice of life" approach to each issue, focusing on daily events that we often take for granted and showing how even the smallest decisions can impact the rest of our lives. The story begins with the life of Brás, a Brazilian native in his 30s who is examining the way his life is going and comparing it to the life he thought he would have. Every issue follows a day in his life and focuses on different aspects of it. The issues that follow jump around in Brás' time line and examine different points in his life.

Every issue stands on its own, but the more rewarding experience comes from reading all the issues in order and seeing Brás' life develop despite the lack of chronological order.

In one issue, he meets a woman while on vacation and falls in love with her. In the

next, we see their tumultuous breakup and witness the end of their relationship after dating for seven years.

It's hard not to identify with this series, mostly due to the fact that such various topics are being covered. But, it's also the way that each part of Brás' life is told that is especially endearing. From the chase of trying to find a pretty girl in the middle of a crowded street to the death of his father and birth of his first child, the focus on every moment in his life is their fleeting nature.

Time, or lack thereof, is a pivotal subject of *Daytripper*. There's a daunting importance to each step he takes, every thought he has, and every decision he makes. His decisions are thoroughly examined as the series tries to point out that all the choices we make in life have outcomes that shape our future and, more importantly, can swallow large portions of our lives that we'll never get back.

Mortality plays an important role in this story and compliments the emphasis on the limited amount of time we have in our lives.

Every issue so far has ended with the death of Brás, making the trivial things he did in his life, from calling his mother on the



COURTESY OF CRAVEONLINE.COM

phone or not staying to have a cup of coffee with a friend, have a much more profound importance. It's an excellent way of showing that every day could be our last and if we don't take the time to appreciate life, it could easily slip away from us.

It's easy to argue against the lack of continuity resulting from Brás' continuous deaths, but to focus on that is missing the point of the series entirely. There is some merit, however,

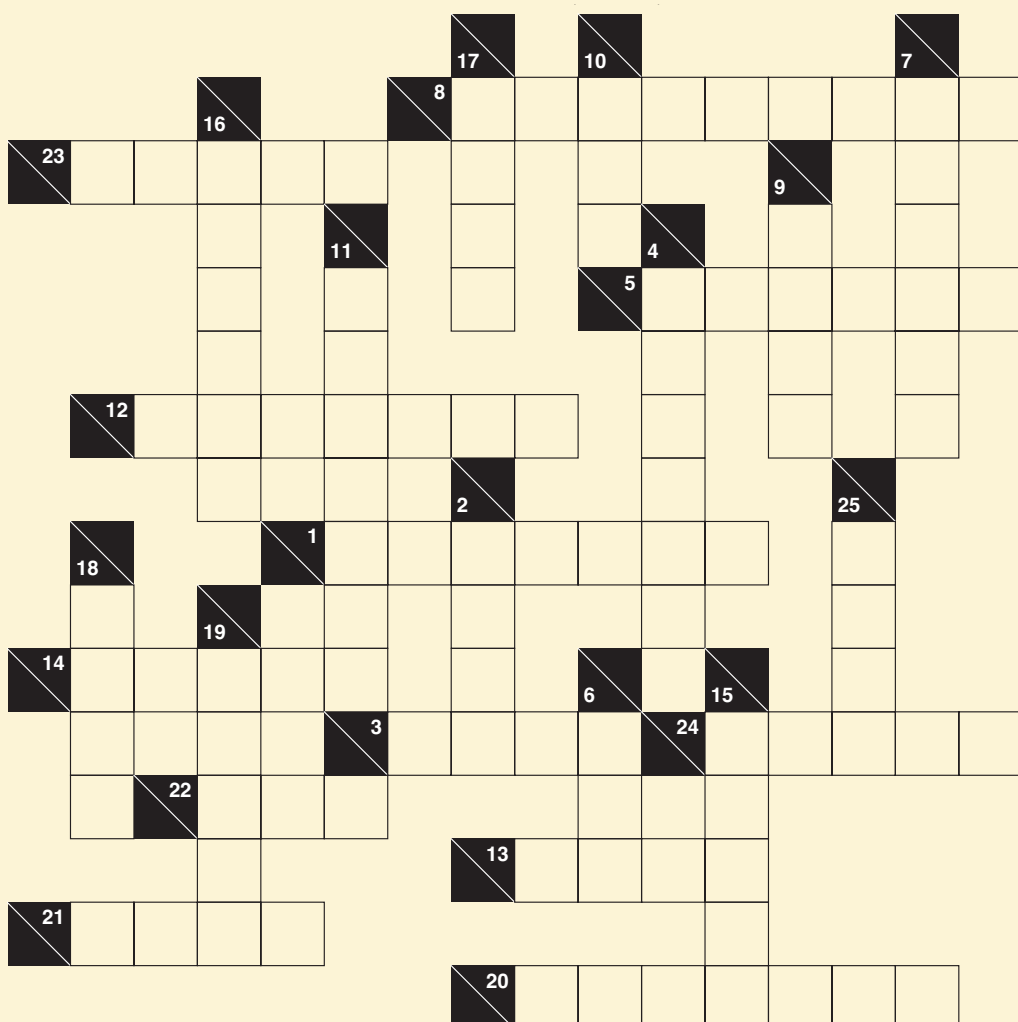
to the concern of how *Daytripper* expects to keep its readers entertained when it appears that every issue is just going to end with the death of its main character, but if this series has proved nothing else, it's that the outcome for everyone is the same. It's the journey to the end that is more important.

Panel Panel is a weekly comics column written in tandem by Sean Gonzalez and Pablo Penton. Look for it every Wednesday.

Diversions

- 1) Who wrote 'The Canterbury Tales'? (Surname)
- 2) Which of the Bronte sisters wrote the novels 'Agnes Gray' and 'The Tenant Of Windfell Hall'?
- 3) Which fictional character lives at Apartment 3D, 344, ClintonStreet? (Surname)
- 4) Which famous fictional character kept his tobacco in the toe of a Persian slipper? (Surname)
- 5) The film 'The Silence of the Lambs' was based on a novel by whom? (Surname)
- 6) In the Bible, how many fishes did Jesus need to feed five thousand?
- 7) What nationality was Hans Christian Anderson?
- 8) Which artist was known as the 'prince of shadows'?
- 9) Sculptor Sir Alfred Gilbert is best known for which statue in London?
- 10) What was the name of James Bond's housekeeper?
- 11) Which book starts off with the line 'Last night I dreamt I went to Manderley again'?
- 12) What is the fourth book of the Bible?
- 13) How many children made up Enid Blyton's 'Famous Five'?
- 14) In which country was the writer Rudyard Kipling born?
- 15) Who wrote the poem 'Coming Through The Rye'? (Surname)
- 16) In which book of the Bible is the birth of Moses?
- 17) The Pied Piper was called in to Hamelin to deal with what problem?
- 18) Who wrote under the pseudonym Richard

- Bachman? (Surname)
- 19) Who wrote the book 'Moll Flanders'? (Surname)
- 20) Who wrote 'Anna Karenina'? (Surname)
- 21) Which female detective featured in the books 'The Hidden Staircase', 'The Bungalow Mystery' and 'The Secret Of The Old Clock'? (Surname)
- 22) In the cartoon strip, what is the name of Andy Capp's wife?
- 23) What type of writing is W. H. Auden best remembered for?
- 24) What is the bestselling book in the world?
- 25) In 'Tales From Toytown' what type of animal was Larry?



www.sudoku-puzzles.net

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Puzzle by websudoku.com

To solve the sudoku puzzle, every row, column and 3x3 box must contain the numbers 1-9 only once. Check your answers in Friday's issue. Difficulty: Evil

KENDALL BERRY TRAGEDY

Berry demonstrated special qualities off the field

I talked to Kendall Berry once. A twist of fate I never realized until I heard the heart-wrenching news on March 25.

Called to cover for our football beat, I flew over with the team last November to cover the game between FIU and Middle Tennessee.

A rough game for the Golden Panthers on the whole, but one guy stood out; one player broke through.

STANDING OUT

When the Golden Panthers needed a spark, Berry provided it.

That night he scored three touchdowns and ran for 103 yards on 19 carries in a loss to the Blue Raiders.

In a night when the offense struggled, this redshirt sophomore receiver-turned-running-back, who started the season fourth on the depth chart, burst out and delivered arguably the best indi-

vidual performance of the season.

We interviewed him after the game, and he talked to us about how they needed to keep working and how they wanted to change things up on offense, among other things. And then we said thanks and he walked back into the locker room.

That simple post-game interview has played in my mind the last few days.

I never thought that would be the last time I would ever talk to him. I never thought he might have his life cut short a few short months later.

ONE OF US

He was a student trying to build a solid foundation for his future.

He was a brother, a son and a friend.

I wish I could have had a chance to talk to him more. But I was blessed to have gotten that opportunity to talk to him for just a few minutes.

Because in those short

moments, I knew that he was someone who had a desire to succeed, a desire to keep moving forward.

It was apparent how special he really was.

Despite his great performance on that cold November night, after having to fight for playing time on that field, he was still not satisfied.

He would get back on that bus and look for ways to improve.

Not only himself, but for his team.

LESSONS LEARNED

We forget how fragile life can truly be.

Tomorrow is never a guarantee, but it is a gift. Every single day that we are blessed with life is a gift.

And Berry used those gifts to become everything he could be.

Many who were in his shoes – after missing an entire season thanks to a serious knee injury or adjusting to a new position – may have just called it quits or gone on to other things.

No one would have blamed him.

But he persevered. And when the opportunity came, he seized it without hesitation and took charge.

A testimony to the kind of athlete and person he was and an inspiration for all of us.

He made his mark on the field with more than just statistics; more than just touchdowns or yards or receptions.

He made it with determination, with patience and, most of all, with heart.

That is how he was able to come back and perform as he did last season.

That is how I was able to spend those several minutes with him.

That is how he was able to live the life he did.

As we keep the family, coaches, teammates and friends of Kendall Berry, we remember the great memories he left behind and celebrate all that his life stood for.

His legacy will always remain.

We will miss you, No. 19.



VICTORIA LYNCH/THE BEACON FILE PHOTO

Former FIU running back Kendall Berry [right] celebrates a touchdown with wide receiver T.Y. Hilton.

Freshman surprised by early success

ROJAS, page 8

actually surprised by how well she has been hitting at the college level and says that it's the part of her game that has improved the most since departing from Cooper City High School, where she won a 6A State Championship in 2009.

"I've always had a few home runs and I stayed pretty consistent [in high school]. I was always like a .300-.400 hitter," Rojas said. "But I didn't think I was going to hit this well in college. It's actually kind of surprising."

One of her former coaches, however, is not surprised by how well she is handling college ball. That coach would be her father.

"She was gifted all along; she was like a proven winner," Nestor Rojas said. "Brie has always been at the top level."

Nestor coached his daughter up until she was 14. The duo won seven state titles together in club ball leagues. He agrees that the way Rojas plays allows the

team to feed off her.

"She's very humble. She may come off cocky but really she's just confident," he said. "She plays very loose and the girls around her feed off that."

Teammate and fellow classmate Kayla Burri is one that tries to feed off her friend's energy, but apparently it's not as easy as Rojas makes it look.

"I get frustrated when I don't do well," Burri said. "But someone like Brie laughs it off and she'll move on to the next one."

Burri said that Rojas could make anyone feel better.

"Sometimes she'll pretend like she got something in her eye. Her signature is when she says, 'ouch,' and she'll act like a little baby. We call her Baby Brie," said Burri. "She's the one that is always cheering people up."

Aside from all of the goof, Rojas likes people to be aware that she is a leader.

"I just like to have fun wherever I am," she said. "I'm a



PHOTO COURTESY OF NESTOR ROJAS

Rojas won a 6A State Championship at Cooper City High School in 2009, just before her arrival to FIU.

leader, don't get me wrong, but I'm not the serious type so I lead by joking and making people laugh but when it comes down to the serious things, yea I get serious, but there's always a

smile on my face."

Her style of leading is different, but it works.

"I know I'm a freshman but you can still learn from me," said Rojas. "Just like anyone else."

Cristobal: FIU will not forget Berry's contributions

BERRY, page 1

alongside other FIU football players.

"KB was like a brother to me. I can't believe he's gone," Rolle said. "No matter what the situation was, he had my back."

To close out the memorial service, Berry's father addressed the crowd alongside his wife and Berry's siblings. The father, Derrick Spillman, said that there's no one to blame and that he holds no ill will toward anyone after the situation.

"As I said to the players before we came in, it's God's will," Spillman said. "Nobody's to blame."

Spillman went on to say that his son had never been in a fight up until last Thursday when he was murdered.

"There's never a winner in a fight. There's no sense in losing two lives or three lives," he said. "That was his very first fight."

Law enforcement authorities said Berry, 22, confronted Quentin Rashad Wyche around 9 p.m. Thursday outside the University's Recreation Center after Wyche insulted his girlfriend and threw cookies in her face. Berry was stabbed once in the stomach, according to the warrant. At least eight people witnessed the incident. Wyche surrendered to authorities on March 26 after fleeing the crime scene the night before. He is charged with second-degree murder with a deadly weapon.

"We have to learn to live together as brothers and sisters or die together as fools," said FIU Board of Trustees Chairman Albert E. Dotson, paraphrasing Dr. Martin Luther King. "God looked down the other day on his great field of flowers and he said, I want to pick a flower today. And he picked a beautiful flower in Kendall."

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SOFTBALL: BRIE ROJAS

PLEASANT SURPRISE



COURTESY OF NESTOR ROJAS

Brie Rojas [above], a freshman from Cooper City, Fla., leads the FIU softball team in hits, walks, home runs and batting average.

Rojas leads Golden Panthers with lively personality

STEPHANIE GABRIEL
Asst. Sports Director

When she walks up to the plate, you notice a difference.

She doesn't have a serious face and there is no sign of nerves.

Instead, Brie Rojas usually cracks a smile or even lets out a giggle when approaching the box, as she bobs her head to her favorite jam.

She just might even throw up a few signals to her third base coach, saying that she's going

to move the runners up.

It's just who she is.

"I've always been a weird kid and goofy. It's just who I am," the FIU softball player said. "I'm always the type of person to make people laugh and I'll always be the first person to laugh at anything."

Rojas' infectious personality and energy is far from a distraction. In fact, she'll tell you that it actually helps her game.

"I figure if I go out there and give it everything I have and go out there happy, then of course I'm going to do good," Rojas

said. "You set the tone and that's just my mentality, to have a good time. It's a game, I have to enjoy it and do as well as I can."

The freshman has done more than well. Since her arrival to FIU, the five-foot-tall second baseman from Cooper City, Fla. has been swinging out of her shoes. Head coach Beth McClendon like to calls her "a little fireball" and "the team's spark plug."

"I'm the littlest person on the team but people know I swing the hardest," Rojas said.

Through 21 games this season, she owns the top spot on the team

in batting average (.433), hits (39), walks (17) and home runs (6).

Just last weekend, Rojas had the lone hit for FIU in game one of a three-game series at Stetson and scored the winning run for 1-0 victory over the Hatters.

That wasn't enough.

After dropping game two, Rojas was determined to lead her team to a win the next day and she did.

With runners on first and third, the 3-2 pitch came. Rojas drilled it out of the park to give FIU a 3-0 lead in the first inning. The Panthers went on to win 3-1.

Not only has Rojas been getting

it done, she does it with runners on base. Five of her six home runs have been three-run shots.

You can call her clutch but the way she sees it, she's just trying to help out her team.

"I try to get everyone motivated," she said. "When we were losing 8-0 to Troy and I came up with a three-run homer I was rounding third and I told coach, 'All I'm trying to do is get them fired up,'" she said. "That's all I want is for this team to come together, be excited and ready."

Although the success, Rojas is



BRIE ROJAS

ROJAS, page 7

SPORTS REPLAY

Track and field competes; tennis hosts Brown

TRACK

The FIU track and field team had mixed results at the UCF Invitational on March 26 and 27.

The Golden Panthers were led by freshmen Marissa McElveen and Jester Annichiarico, who both had first place performances in their respective competitions.

McElveen won the long jump event and posted a 18'11.75 score, which is the third best performance in the Sun Belt Conference this season. Annichiarico won the 300m steeplechase with an impressive 10:37.20 clip.

"We had several personal and lifetime bests made this weekend," FIU head coach Eric Campbell told *fiusports.com*. "We need to continue to work hard in the upcoming weeks so we can be ready to perform at our absolute best come the SBC Conference Championships."

Other notable performances include Christina Raphael, who produced the sixth best discus throw in the event at 132'6 and Josh Castaldo finished runner up in the discus toss with a score of 125'03. Sprinter Victor Chin ran the 100m and 200m and finished



CHRIS ADAMS/THE BEACON

Maria Spenceley [above] competes against Boston College earlier in the season. The Golden Panthers host Brown today at 11 a.m. for their last home game of the season.

third and seventh at the event, respectively.

The University of Florida finished first in the men's bracket of the invitational while Harvard won the women's side.

TENNIS

The Golden Panthers (10-7) dropped a

match, 4-2, to No. 25 DePaul on March 26.

FIU's dynamic doubles pair, Liset Brito and Priscilla Castillo, lost the doubles point to the Blue Demons duo of Anna Redesci and Selma Salkovic (No. 13), in blowout fashion, 8-1.

FIU (No. 42) won singles matches to

gain a few points with Brito and Maria Jose Vallasciani, but the Golden Panthers lost the remaining three singles points to drop the match.

Due to the Kendall Berry memorial service on March 29, the Golden Panthers final home match of the season against Brown will be played today at 11 a.m.

The team's seniors (Brito, Vallasciani and Maria Delores Pazo) will be honored before the contest.

SOFTBALL

The Golden Panthers' double header against Florida Gulf Coast that was scheduled for March 30 has been postponed for April 6.

FIU's next series will feature a conference home opener against North Texas, starting April 2 at 5 p.m.

UNT is third in the SBC standings with a 12-9 record, including a 2-1 conference clip.

The Golden Panthers (19-10, 4-2 SBC) are currently ranked second in the SBC, behind Troy.

Compiled by Jonathan Ramos.