

The Jambar

The student voice of Youngstown State University since 1931

CHECK IT OUT

A big fracking deal

VIDEO ONLINE

Public restrooms inspire student's app design

PAGE 2

Female actuary empowers mathematics students

PAGE 6

Hess named first-team all-MVFC

PAGE 8

Marketing efforts employed to boost enrollment

Jordan D. Uhl
NEWS EDITOR

Fresh marketing strategies are underway to stimulate regional interest in Youngstown State University.

Jack Fahey, vice president for student affairs, addressed marketing the university in his latest enrollment report.

Diverse marketing venues including social media have been cultivated, and an additional \$100,000 budget allocation has been granted, offering recourse to the Office of Marketing and Communications.

Despite these additions, YSU still lags behind schools like Kent State University and the University of Akron in terms of marketing budgets. In fiscal year 2012, Kent budgeted \$1.685 million in marketing expenses; Akron spent \$1.1 million.

"It is imperative that, even as the university moves through these challenging financial times, we understand the consequences of this funding shortfall and do what we can to close the gap," Fahey

ENROLLMENT PAGE 3



Fracking brings protest and possible expansion for YSU

Protesters march through campus Wednesday afternoon, chanting their frustrations against hydraulic fracturing. The group marched to the Covelli Centre downtown, where a conference concerning fracking took place. Photo by Josh Stipanovich/The Jambar.

Marissa McIntyre & Doug Livingston
THE JAMBAR

A flood of protesters marched through campus Wednesday en route to the Youngstown Ohio Utica and Natural Gas conference at the Covelli Centre downtown.

More than 200 protesters traveled from Ohio and Pennsylvania to raise awareness of

the widely debated harms of fracking.

Outside the Covelli Centre, chants of, "O-H-I-O hydraulic fracking's got to go," surrounded the conference that promoted fracking, a process of extracting natural gas and oil from bedrock.

The protest and conference was preceded by a Youngstown State University announcement to open a Natural Gas and Water Resources

Institute proposed by Martin Abraham, dean of the College of Science, Technology, Engineering and Mathematics. The institute would create undergraduate courses and a gas technologies minor.

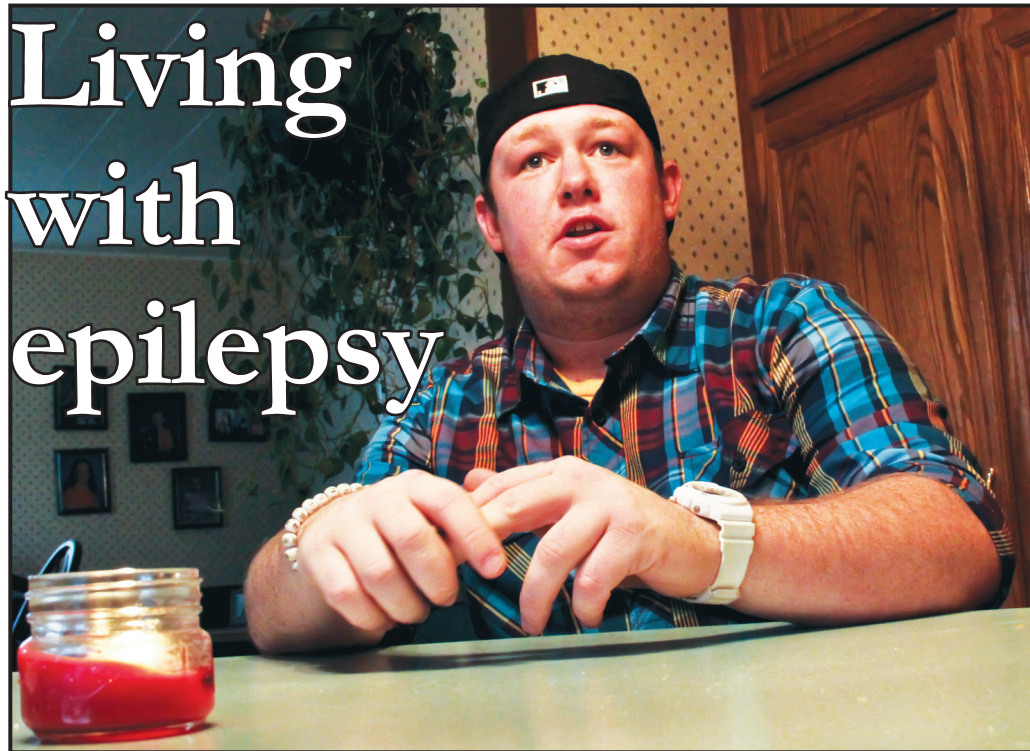
"Given YSU's location in the heart of the Utica shale region, this new institute is well-poised to meet the educational and research demands and needs central to this new and growing industry," Abraham

said in a YSU press release.

While protesters outside the downtown conference echoed the arguments against fracking, Rich Musick — a board member for the Western Reserve Port Authority — argued the economic benefits, specifically the employment opportunities the Utica and Marcellus shales could bring to the community.

FRACKING PAGE 4

Living with epilepsy



Junior art education major Andrew Wess sits at his grandfather's home in Hubbard, where he has resided since his grandmother's passing in 2009. Wess nearly lost his life in a car accident because of a seizure from epilepsy in his senior year of high school. Photo by Nick Young/The Jambar.

Student uses art as therapy

Kacy Standohar
FEATURES EDITOR

Andrew Wess was running late for a bowling tournament during his senior year of high school. After losing consciousness, he woke up with a tree in the passenger seat and to emergency personnel pulling him from his wrecked vehicle.

Andrew Wess, who had suffered the worst of 40 epileptic seizures in his life, was released from St. Elizabeth Health Center a half hour later. He triumphed at the bowling tournament, and despite his

knowing that the next seizure is inevitable, the now 23-year-old Youngstown State University junior will not let the disease take over his life.

"I live my life like every other normal person would ... with caution, but still like everyone else," Andrew Wess said.

When Andrew Wess returned to Hubbard High School the week after the accident, his art teacher Josh MacMillan asked him if everything was OK and told him that he was in a similar accident.

"He [MacMillan] told me he got through his hard time

with his art, and he helped me get through it with my art," Andrew Wess said. "It's like art therapy. That's what I want to do for others."

Andrew Wess has been an art education major at YSU ever since.

According to CUREepilepsy.org, epilepsy affects more than 3 million Americans of all ages.

"Almost 500 new cases of epilepsy are diagnosed every day in the United States," according to the website. "Epilepsy affects 50,000,000 people worldwide."

Andrew Wess was diag-

nosed with epilepsy at age 15 while he was at basketball practice.

"I was the first one at practice that morning and suddenly passed out," he said. "Next thing I knew, I had no idea where I was — surrounded by people telling me to relax."

Andrew Wess said a police officer that happened to be near the building came in and noticed his face was blue from lack of oxygen. The officer turned Andrew Wess on his side.

Janet Mau, executive director of Mahoning Valley Epilepsy, said a seizure is caused by an electrical disturbance in the brain.

"You can't catch epilepsy," she said. "You either have it or you don't. A basic seizure involves the stiffening of the joints and the shaking of muscles."

Mau said there is also a loss of consciousness and body control. She said the correct first aid for these dramatic seizures is to turn the person on his side and tell him that everything will be OK until the seizure subsides.

"There are tons of misconceptions about these seizures," Mau said. "You can't swallow your tongue. It's not physically possible."

However, Mau did say that during these seizures, the tongue falls back and could potentially block airways.

Mau said about 47 different types of seizures exist, most of which are minor.

The other common types of epileptic seizures are absence seizures and complex partial seizures.

Mau and her co-workers hold support groups for adults and children at the Zion Lu-

theran Church in Youngstown and said everyone needs to be aware of these situations.

Andrew Wess said his seizures have taken a toll on his entire family.

His sister Amanda Wess said she has seen all but three of her brother's seizures.

"I started to become numb to the feeling," she said.

Amanda Wess said she feels that his seizure at home was worse for her to deal with than the one involving the car accident.

"He got stuck between his bed and the wall," she said. "He was choking on his blood and banging his head off the wall."

Though Amanda Wess has seen it all, it has initiated a close bond between her and her brother.

"There is a five-year age difference, but we hang out all the time," she said. "People think we're twins."

Amanda Wess recently turned 18, but she said that she was somewhat forced to grow up because of her brother's epilepsy.

"I didn't want my parents to have to worry about me," she said. "So I did the right things and got good grades so that they could focus more on my brother."

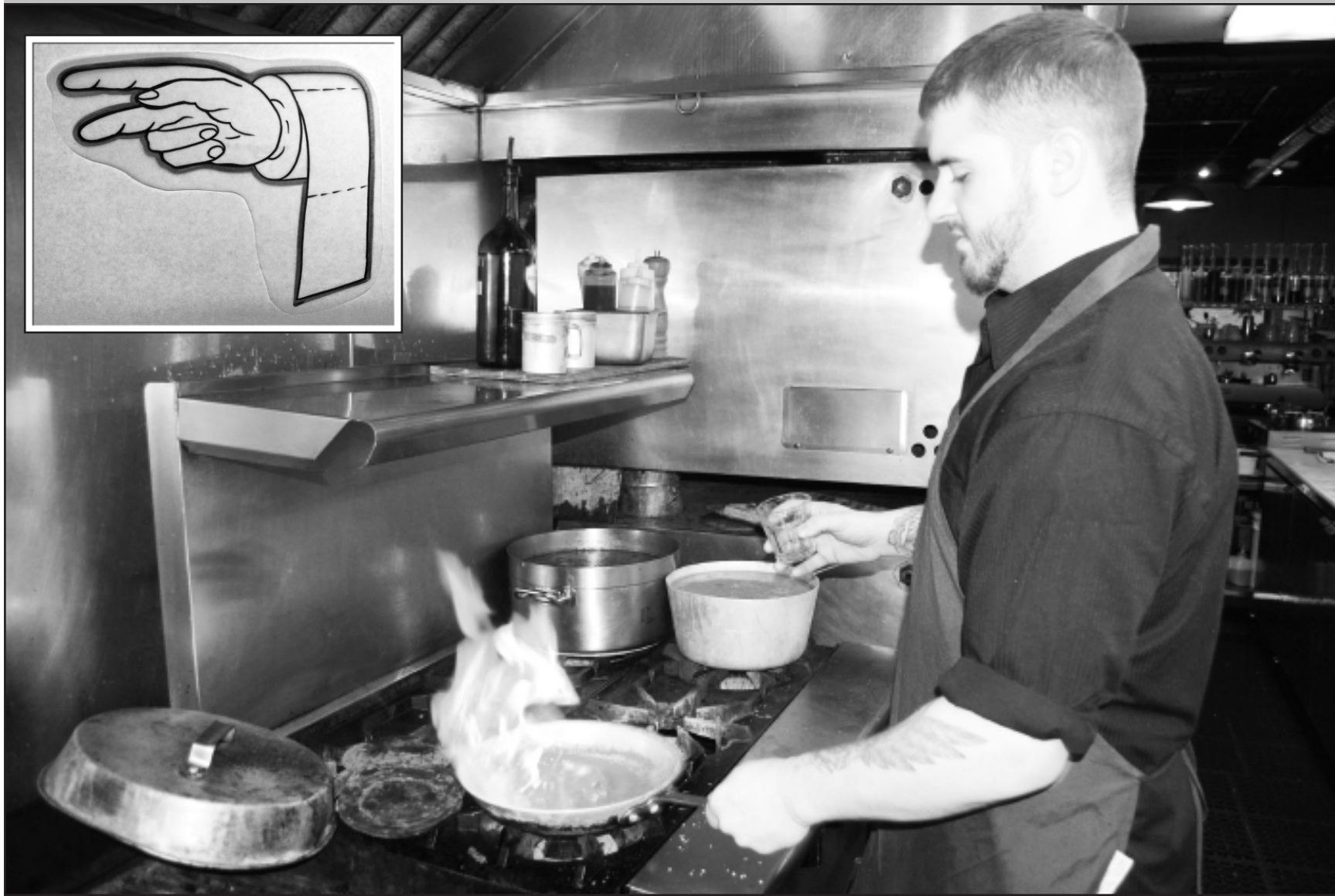
Andrew Wess said he truly admires his sister.

Andrew Wess' mother Ali Wess said raising a child with epilepsy is stressful.

"It's scary because you don't know where or when it could happen," Ali Wess said. "I wouldn't wish that on anybody."

Ali Wess said no one would really give her son a break.

EPILEPSY PAGE 3



Sophomore Dan Warnick, the mastermind behind a new potential app called YouDoo2, cooks at University Pizzeria on Lincoln Avenue on Wednesday afternoon. Photo by Kevin Alquist/The Jambar.

Public restrooms inspire student's app design

Kevin Alquist
NEWS REPORTER

After serving in the military, Dan Warnick enrolled at Youngstown State University with the desire to find opportunity in entrepreneurship.

In an introduction to business class, Donna Walsh — a marketing instructor and program coordinator of the Monus Entrepreneurship Center — told students to not merely look for opportunity but to find a problem and fix it.

Months later, Warnick

followed Walsh's advice. He decided to develop an application that helps users find and rate public restrooms.

"The idea came to me because everything is rated by critics," Warnick said. "Why is it that restaurants, hotels and gas stations all have rating systems, but nobody has developed something to rate and locate a place for people to find a public restroom?"

Though YouDoo2 is in the developmental stage, Warnick has a plan for his app.

"All of the advertising schemes, business plans and startup costs are prepared," Warnick said. "Now all I need

[is] somebody to develop my vision."

Warnick is working with 1080 Media in Columbiana to develop the app. However, the company's initial idea did not align with his vision for YouDoo2.

Though similar apps have been developed — such as Sit or Squat, a public restroom-finding app based in New York City and sponsored by Charmin Toilet Paper — Warnick said he doesn't like their impracticality.

"Even though it is an app about bathrooms, I want it to be very professional," Warnick said.

Warnick said he hopes to improve existing apps while filling a local need.

If it's developed according to plan, YouDoo2 will serve app users in the area between Pittsburgh and Cleveland.

"This is something that has a purpose and value to people in a time of need," Warnick said.

Another app that some YSU students find helpful is the iTourYSU, which provides a virtual campus map and tour, photographs, videos and news updates.

Although he hasn't used iTourYSU yet, senior Charles Hunter said he could see why

it would be useful.

"I still find myself looking for classrooms in buildings that are new to me after four years," Hunter said.

The iTourYSU app is free.

Mark Van Tilburg, executive director of marketing and communications, said the office has worked hard.

"[We] will continue to use the resources at our disposal to carefully craft a very user-friendly, rich media experience that thoughtfully and accurately portrays YSU in exciting, visually appealing and interactive environments," he said.

Nontraditional student performs juggling act

Candace Mauzy
REPORTER

Tomeka Kimbrough, a 37-year-old nontraditional freshman, moved out of Youngstown in 1993 but has since moved back and now juggles school, work and five children.

When South High School closed, she moved to Georgia, where she lived for 13 years.

"The reason I came back was because Youngstown is marketed pretty well outside of Youngstown," Kimbrough said.

She noticed the phrase "Ohio Means Business" painted on billboards and printed in magazines in Atlanta, where she worked as a saleswoman and trainer in the insurance industry.

"I would read the Sky Mall magazine at the airport and see 'Ohio Means Business' ads," she said. "I read about all the savings and tax breaks. After seeing that for many years, I thought maybe I could go home and do what I am doing in Atlanta."

Plus, the cost of living in Youngstown is cheaper, she said.

Kimbrough is majoring in applied sociology and is conducting research in the field of corporate social responsibility.

"It's all about how corporations are socially responsible for the society as a whole," she said.

Kimbrough said she relies on many campus resources in order to remain productive.

"As a nontraditional student, you want to meet with your peer mentor," she said. "Your peer mentor knows what you are going to go through. They can also tell you what help is here."

Kimbrough added that nontraditional students should meet with their academic advisers as often as possible.

"[My adviser] always tells me something I just didn't know," she said. "These resources are important because they are going to guide you as a nontraditional student. There is also scholarships available on the YSU por-

tal under financial aid."

Kimbrough is engaged to Michael Barnes, who helps her with parenting duties. Her oldest daughter, 18-year-old Jessica, attends Ohio State University. Tommy, 15, and Abdul, 6, live out of town with family. Her twins, Meka and Mike, are 3 years old.

"If something goes wrong or one of the twins are not feeling well, I step in to help," Barnes said. "Since I work in the evenings, I am available to help in the morning."

Kimbrough's day starts off early, typically around 5:30 a.m. That's when she watches WYTV 33 News with Stan Boney.

After around 30 minutes, she checks her email.

"I prepare for whatever I have to do for the day and put it all on a list," Kimbrough said.

At 6:45 a.m., Kimbrough wakes up the twins and gets everyone dressed. She leaves the house around 7:30 a.m.

Wee Care Day Care at YSU — where she drops off the twins — is her first stop.

"Knowing that my babies are near makes me feel comfortable with my decision to go back to school," Kimbrough said.

YSU President Cynthia Anderson recalled when there was no day care on campus.

"Many of our students today have children," Anderson said. "We are now very fortunate to have a day care center. When Larry Simco and I ran for student government, that was our platform. The university needed a day care, and it is an absolute necessity in today's world."

Kimbrough's psychology class starts at 8 a.m. Her next class is in Moser Hall at 10 a.m., so Kimbrough uses her break to "go to DeBartolo Hall and print work, check emails and use the lab in the sociology department."

Next, it's off to Maag Library where she researches and writes papers.

"I am usually home by 2 o'clock," Kimbrough said, adding that she has

four hours before picking up the twins.

She returns home with them around 6 p.m., which is when they eat dinner. Dinner is followed by an hour or two of relaxation before she gets them ready for bed.

Kimbrough said she follows a schedule that she posts in the kitchen and in her bedroom.

"I have to do this too because I cannot keep it all in my head," she said. "This allows me to see what time I have available at a glance."

Kimbrough spends any extra time consulting families and businesses on insurance with her company.

Joseph Caffey met Kimbrough at YSU during an investment seminar.

"Tomeka is a very impressive and knowledgeable young lady," Caffey said. "I have known her for eight months, and she has grown and continues to want to learn more."

Even though Kimbrough has found ways to accomplish her goals this semester, she still faces many struggles that are not so simple.

"As a black woman, I deal with lack of understanding in my own community, the lack of enthusiasm and ambition in my commu-

nity, and the lack of wanting to better yourself," she said. "Now that I am back at college, people look at me like, 'Why are you doing this?' In the black community, you are judged when you are doing good things, and you are judged when you are doing nothing, so it's like you never win."

For now, Kimbrough will continue attending school, being a mother and working.

"Nontraditional students are responsible adults," she said. "We know what we need to do. We just don't know how to do it because we have been out of school so long. But the resources available on campus are equipped to keep us going."

Spaghetti Dinner Fundraiser for Society for Collegiate Journalists

Menu
Western Reserve United Methodist Church
4580 Canfield Rd. Canfield, OH

noon- 3 PM on December 4th

Cost: \$7 for adults, \$5 for children 10 and under, \$4 and under free (at the door); advanced tickets \$5 for adults, \$3 children 10 and under and children 4 and under free. Tickets can be purchased at the Jambar office.

Spaghetti, salad, bread and butter, beverages and dessert available

NEWS BRIEFS

Judge dismisses Maldonado federal false-arrest lawsuit

On Monday, U.S. District Judge John R. Adams dismissed the false-arrest lawsuit by Ivan Maldonado, former president of the Association of Classified Employees union at YSU. The civil lawsuit — which was initially filed in Mahoning County Common Pleas Court on June 27 and later transferred to federal court — was filed against Mary Kay Helscel, a records management officer at YSU who accused Maldonado of threatening her, and YSU Police Lt. Michael Cretella, to whom Helscel complained. In a nonjury trial in Youngstown Municipal Court on June 28, 2010, Maldonado was acquitted of a criminal misdemeanor menacing charge stemming from that complaint. Adams ruled, though, that Maldonado's false-arrest claim was untimely since it was filed beyond the two-year statute of limitations after Maldonado's arrest on the menacing charge in March 2009. Maldonado still awaits trial in a YSU payroll case. He is charged with 10 counts of theft, two counts each of falsification and theft in office, and one count each of tampering with records and grand theft. Jury trial begins Feb. 27 before Judge James C. Evans of Mahoning County Common Pleas Court.

SMARTS offers holiday events, activities

Holiday cards created by the Students Motivated by the Arts — or SMARTS — Holiday Cheer Class taught by YSU photography major Kaitlin Infante are available for sale at the SMARTS store in downtown Youngstown. Proceeds will benefit future SMARTS programming. Additionally, the SMARTS Holiday Tree will be featured at the Winter Celebration in Fellows Riverside Gardens in Mill Creek MetroParks. The tree, themed "Merry & Bright" and on display from Saturday to Dec. 31, will be decorated with brightly colored lights. SMARTS will also hold a holiday open house on Tuesday from 10 a.m. to 6 p.m. at the SMARTS Center. Make reservations for groups of 10 or more. Finally, SMARTS will offer light refreshments and hands-on art activities at First Night Youngstown from 4:30 to 8:30 p.m. on Dec. 31 at the SMARTS Center.

POLICE BRIEFS

Woman finds 3-year-old boy in front of Cafaro

Early Friday morning, a woman reported to YSU Police that while driving on Madison Avenue, she noticed a child crying and running down the sidewalk. She stopped to check on the child — but he was unable to tell her where he lived. While YSU Police waited for the Mahoning County Children Services Board to arrive, a 25-year-old man appeared and identified himself as the child's father. The man said he lived in an apartment across the street and had left his son sleeping in the apartment while he went to the store. A woman from the CSB told him that the child would be released to his mother. The CSB will do a follow-up investigation.

Student reports credit card misuse

On Friday, a male student and resident of Lyden House notified YSU Police of misuse of his stepfather's credit card. The student said that sometime between the morning of Nov. 22 and the morning of Nov. 24, someone made \$70 in unauthorized charges on the card, which is linked to his dorm room Xbox. Although the student's room was in sole control of his roommate during that time, he doesn't think his roommate is a suspect. The student's stepfather canceled the credit card.

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EPILEPSY PAGE 1

"People didn't want to be around him because they were afraid something would happen," she said.

Mau said this disability often causes a stigma and that not everyone is accepted after they announce they have epilepsy.

Andrew Wess has been living with his grandfather since his grandmother's passing in 2009. He said they check to make sure each other's medication is taken.

Mau added that just one missed dosage could put an epileptic person into a seizure.

Andrew Wess continues to work for General Motors, where his grandfather use to work.

He spends his spare time either with his sister or painting when he's alone. He said he hasn't had a seizure in two years.

"My grandma always told me to never let my sickness, disability, or whatever you want to call it, run my life," he said.

ENROLLMENT PAGE 1

wrote in the report.

Fahey also established three teams, each with specific areas of academia to assess, and tasked them with finding remedies to alleviate the stressors each aspect has on both current and prospective students.

"We wanted everyone to have an information base, consistent across the board," said Joe Mosca, dean of the Bitonte College of Health and Human Services and chairman of the enrollment management team. "A baseline, to understand where we're at right now."

The team's goal is to generate a blueprint for long-term enrollment success. However, group members already see a potential setback with the continued growth of Eastern Gateway Community College.

"I think we need to work with EGCC to create a complementary relationship," Mosca said.

Fahey also recognizes the risks associated with EGCC's growth and conceded that YSU may experience drops in enrollment, but only temporarily.

"What typically happens in communities where there is a community college, [it] grows, but the institution it feeds into also grows," Fahey said. "It's very likely we'll get those students eventually. The long-term impact with EGCC

is that it's going to help us."

While it's too early for Fahey and Mosca to determine just what will become of the developing groups, Fahey offered a broad forecast of what he expects to come of it. A type of conditional admissions procedure may be installed to cultivate a higher quality of students.

Incoming students who lack a certain defined criteria may be placed on probationary status and mandated to work with the Center for Student Progress, receive tutoring and enroll in certain classes before moving forward with their education.

Fahey said he feels this increased supervision would enhance their freshman experience and ultimately increase retention rates.

YSU's Student Government Association has been lobbying for an increased freshman experience program over the past few years, and President Elyse Gessler said she believes it's finally coming to fruition.

"We're in the 4 percent minority of schools who don't have a first-year experience program," Gessler said. "Studies have shown that schools with students that are more involved are higher in retention."

According to a study completed by the Higher Education Research Institute at the

University of California, Los Angeles, schools with hopes of boosting student retention need to emphasize the availability of student groups.

"The importance of living on campus during the first year of college to degree completion cannot be overstated," the study reported.

Therein lies another problem for YSU, where 93 percent of students commute to campus.

"Traditionally we've served everyone in the Valley. As we transition, we need to be very, very careful not to leave anyone behind," Fahey said. "If we all of a sudden become this elite organization that large groups of potential students in our Valley can no longer get served, we would be turning our backs on what our historic mission has been."

The teams are now forced to decide how YSU can meet its goals of a higher caliber student body while remaining open as an urban research university.

"How do we, in the smartest and most judicious way, make that transition to having some standards so that we continue to serve all students?" Fahey asked.

This was the second report released by Fahey, and they will continue to be released roughly once a month through the remainder of the academic year.



CORRECTION

In Tuesday's edition of The Jambar, we incorrectly attributed a quote in the "U.S. shifts toward religious inclusiveness" story. The following quote should have been attributed to the Rev. Bradley Pace: "There are students in my classes who are openly gay, and you can just tell they are showing so much anger towards Christianity." We regret the error.

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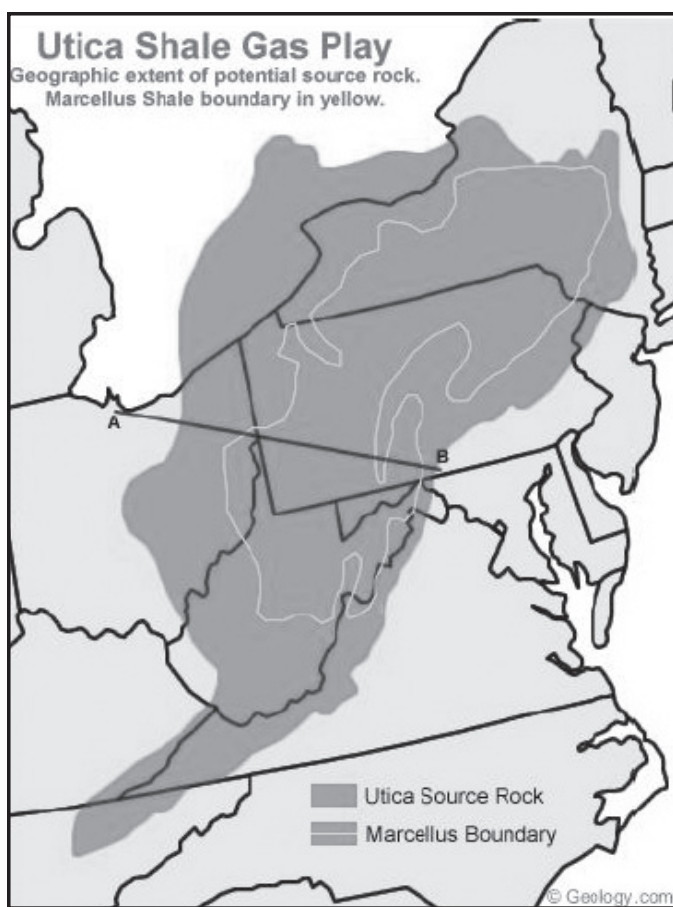
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FRACKING PAGE 1

“Even jobs not necessarily involving drilling but pipefitters, welders and plumbers as well,” Musick said. He added that there would also be openings for geologists.

WRPA purchased property formerly operated by Indalex in Girard. The property was leased to V&M Star, a steel manufacturer, to store construction materials during its \$650 million expansion.

Andres Visnapuu, also a board member for WRPA, said that Youngstown is a good location.

“We have a phenomenal location to become a service hub for responsible natural resources,” Visnapuu said.

Susie Beiersdorfer, a part-time instructor of geology at YSU, helped to organize the protest. She visited the expo for her own edification, despite her beliefs.

“We do not have enough regulations in place for the whole drilling process from the drilling, use of the water and where to take that water after it’s been fracked and full of chemicals,” Beiersdorfer said.

The Associated Press reported Sunday that the V&M Star \$650 million expansion would provide 350 Youngstown jobs as the mill will produce pipes and materials used in the fracking process. Still, Beiersdorfer said that that amount of jobs would not be enough to help the local economy, which is struggling with 11 percent unemployment.

“Construction jobs end when the construction ends,” Beiersdorfer said. “We need to start looking for alternative energies.”

Visnapuu said that he is aware that the chemicals in the water can be harmful.

“It’s something a lot of people should be aware of and become informed and educated of,” Visnapuu said. “What is in it should be public info.”

Musick said there are other ways to frack without being harmful, such as water recycling instead of using injection wells. He added that there

could be new ways to treat the water.

Musick said he would promote a “safe set of procedures” for the fracking process.

Still, some in the public remain skeptical of the ecological effects of fracking.

“If we let this happen, our water is going to go,” said Chelsea Tunnell, a volunteer with 350.org, a national organization that fights climate change. “Once the water goes, then everything will go.”

Andrew Sidesinger traveled with colleague Tunnell from Cincinnati for the protest.

“We’re here to let everyone know, including the fracking industry, that we’re going to fight it because it’s dangerous, dirty and a polluting practice that hurts people,” Sidesinger said.

“Fracking is incredibly climate changing because of the methane gas that leaks out,” Sidesinger said.

A 2009 study by ProPublica, a national reporting organization, found methane concentrations surrounding fracking projects in Ohio and Pennsylvania.

Tunnell said she was upset when she marched to the Covelli Centre to see a drilling platform greeting them.

For others, the drilling platform represented job opportunities.

Musick said students could reap those employment opportunities.

One benefit could come as early as December, when the YSU Board of Trustees vote on a new institute centered around the Utica shale extraction of natural gas.

“Establishing YSU’s presence in this fast-changing field is a critical necessity if we are to have a role in educating the future workforce to support this economic growth opportunity,” Abraham said.

Ron Cole, director of university communications, said the proposal of the Natural Gas and Water Resources Institute is YSU’s part in cultivating business opportunities in the community.

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JABALI

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The Jambar
EDITORIAL BOARD

RELATED STORY
FRACKING PAGE 1

Amid a heated debate hinging on the ecological consequences and economic benefits of fracking, Dean Martin Abraham of the STEM took the road untraveled.

He sided with the students.

In our Nov. 8 editorial, we spurned the university for its lack of foresight as the administration's enrollment predictions turned sour.

"Perhaps more important than enrollment, we need to graduate qualified employees while the surrounding community fosters a diversified economy that can meet the needs of tomorrow," the editorial read.

Well, tomorrow is here.

The fracking industry, regardless of debate, creates a unique employment opportunity for students, and Abraham seized that opportunity.

Whether the industry produces billions of dollars or just a cloud of methane, the board of trustees will do right for the students by approving Abraham's proposal to initiate an institute that will pipeline STEM majors into a growing field.

The purpose of the university is to serve the community and the students. It appears the community is in full-throttle drill mode, and the university is pledging its students to take the helm.

Every year, YSU Career and Counseling Services mails questionnaires and makes phone calls to students who graduated the year before.

The survey results for the 2008-2009 academic year yielded tentative results: About 51 percent of female and 58 percent of male graduates are employed full time.

For the 30 STEM graduates who reported that they found a job, nine returned to academia, either teaching or pursuing a master's degree. Eighteen found a job in their field, and the remaining three are working at Rulli Brothers, the U.S. Army and McDonald's.

Where would you like to work in four years, in the fracking industry or McDonald's?



TheJambar.com

JAMBAR POLICY

Since being founded by Burke Lyden in 1931, The Jambar has won nine Associated Collegiate Press honors. The Jambar is published twice weekly during the fall and spring semesters and weekly during the first summer session. Mail subscriptions are \$25 per academic year. The first copy of The Jambar is free. Additional copies of The Jambar are \$1 each.

OUR SIDE POLICY

The editorial board that writes Our Side editorials consists of the editor-in-chief, the managing editor and the news editor. These opinion pieces are written separately from news articles and do not reflect the opinions of any individual staff member. The Jambar's business manager and non-writing staff do not contribute to editorials, and the adviser does not have final approval.

YOUR SIDE POLICY

The Jambar encourages letters to the editor. Email submissions are welcome at editor@thejambar.com. Letters should concern campus issues, must be typed and must not exceed 400 words. Submissions must include the writer's name and telephone number for verification and the writer's city of residence for printing. Letters are subject to editing for spelling, grammar and clarity. The editorial board reserves the right to reject commentaries that are libelous or that don't defend opinion with facts from reliable sources. The editorial board will request a rewrite from the submitting writer based on these requirements.

Letters will not be rejected based on the view expressed in them. Letters may be rejected if they are not relevant to Jambar readers, seek free publicity or if the editorial staff decides the subject has been sufficiently aired. The Jambar will not print letters that are libelous, threatening, obscene or indecent. The Jambar does not withhold the names of writers of letters or guest commentaries.

The views and opinions expressed in letters and commentaries on the opinion page do not necessarily reflect those of The Jambar staff. Editorials do not necessarily reflect the opinions of the faculty, staff or administration of Youngstown State University.

THIS COMIC IS FOR YOU LADIES! WHAT DO YOU THINK DRACULA AND NOSFERATU THINK OF THE TWILIGHT SAGA?



Cartoon by Paris Chrisopoulos/The Jambar.

Bare naked brand names

MCT FORUM
(MCT)

Last century business names were colorfully dressed with uniquely stylized lettering, colorful logos, slogans and contextual support. This century, such "stylized dependency" has been pushed over the cliff by neo-socio-mobile-media-lingo. They're stripped and typed in black and white text as soundbite-size "bare naked words," blending into chat lines alongside abbreviations and numbing-mumbo-jumbo. The majority of big name brands are losing their luster. Powerful imagery from the old newspaper era of double size full-page ads are replaced by typed words on small portable devices.

Can you identify the high maintenance big brand names on the following social media chats?

—"Just checked the wind at the mall, grand service but tag too high."

—"I have no option but united, they would know where my real goodies are."

"No matter what, for me prime is the way to go before I try orange or wave."

"And then she gave me a rolex."

Highly distinct brand names like Rolex or Panasonic are identifiable in any typed conversation while diluted names like United, Premier, Orange, Wave or Wind disappear in the bursts of text making no sense, causing confusion and least building any distinct name identity. Camouflaged brand names are only going to end up invisible.

Today, the socio-mobile-lingo-depository is the fastest growing and the largest communication pool in the world. Tweeting, Facebooking, MySpacing, YouSmil-

ing, MeWatching, YouListening or Linkedining, alike have transformed name brands into typed lingo.

The largest majority of the last century names do not fit the next generation digital platforms.

If global socio-mobile marketing is mandatory for high level results, names must pass a nudity test: a name must be inserted into an everyday social media conversation and checked to see if it's still identifiable or lost within the text. If it doesn't, it provides instant proof why cash registers aren't ringing and what's killing all the potential sales.

Last century, when names with special styles of lettering appeared in full page ads, there was no need to clarify the meaning or connection of the name with the subject. United Furniture with furniture arranged in shape of the letters, United Logistics stylized with a large cargo ship or United Bank with a monetary symbol and logo to create distinction. Everybody understood what was what.

Today, with 250,000 different businesses around the world already using 'United' as a name brand, the typed word has to appear lost in the depths of the English dictionary. The name values and visibility for such style dependent names are dying on upstream and downstream social media. In this socio-mobile-marketplace only the very small percentage of highly distinct names has a clear competitive advantage. Microsoft, Rolex and Panasonic are easily identifiable in any sentence, in any format without question.

Corporations are shy to face the nakedness of their own names. When the management of United Logistics sees their name brand, they are so conditioned to first see the stylized logo, the slogan and

the whole package, with a globe replacing the "o" in the "logistics," a tiny plane forming a circular line arching over the name and bold italic letters telling the fast dynamics of the logistic trade. Now try searching "united" as an example on social media; it will demonstrate the instant erosion of a branded name identity.

Currently, studies show that the largest majority of business names are based on dictionary or geographic words followed by surnames and acronyms or initials. Less than 1 percent of business names are distinct and unique. While global ad expenditures are touching \$700 billion, why is this aspect of global naming complexity not on any syllabus at any of the MBA programs in the world? The question remains; what is the reason for this waste, and more important, who benefits from it?

After the massive success of social media, new domain name management platforms will further kindle huge fires up the major global branding and marketing services. A new stage is being set by ICANN the International Corporation of Assigned names & Numbers and their gTLD (global top level domain) name program, where name-centricity will drive the digital branding explosion. What should the brand owners do? Strip their business name clean of every support, attachment and gimmick and assess the risk of them being lost in the crowd of common language. Without a professional name evaluation report the entire marketing and branding budget may be questionable. A distinct name identity is what separates a name from a word; the stripped down identity test will prove this.

LETTER TO THE EDITOR

In the Nov. 29 edition of The Jambar, Chris Khumprakob wrote a letter to the editor opposing the natural gas drilling method known as hydraulic fracking. Although her anti-fracking piece may resonate with a portion of your readers, I truly believe a vast majority of people in the Mahoning Valley support fracking and the economic benefits that are associated with it.

In her piece, Ms. Khumprakob cited numerous examples of pollution and other negative environmental effects that come as a result of fracking. What she failed to mention was a Pennsylvania State University College of Agriculture Sciences report released in October of this year that found no significant statistical evidence of contamination of drinking water from hydraulic fracking. The study took place in 200 drinking wells across 20 counties in Pennsylvania that had natural gas wells. Companies that use this method in other parts of the country reinforce their wells with many layers of steel casings and cement to ensure that there is no contamination of drinking water.

With that being said, our community needs this drilling to get our economy back on track. Ever since the late-1970s when the steel

mills began to shut down, the Mahoning Valley has been looking for an identity and something to pick us up and get us going again. The Utica and Marcellus shale boom, coupled with the growth in technology companies at the Youngstown Business Incubator, will do just that.

One study suggested that drilling activities in eastern Ohio could create 200,000 jobs for the Buckeye State. In addition, Chesapeake Energy, one of the major players in this energy boom, believes companies will invest \$10 billion per year for 20 years in the Ohio Utica shale. These are jobs and economic development this area can ill-afford to oppose due to excessive environmental outrage.

In other parts of the region, communities are already benefiting from this boom. In an Associated Press article from Nov. 20, Lorain, Ohio, Mayor Tony Krasienko talked about a manufacturing resurgence in his city due to shale drilling. He went on to state, "For every manufacturing job, there are between five and seven ancillary jobs created within the community that support those manufacturing jobs."

Additionally, in Williamsport, Pa., the seventh fastest growing

city in America, Chamber of Commerce President and CEO Vince Matteo said, "We have a 7.8 percent growth rate. ... The numbers are obvious. The driving rate is the Marcellus shale."

Finally, right here in Youngstown, V&M is building a \$650 million steel mill to build piping for drilling activities that will create 350 new jobs. And they announced on Wednesday that they would invest an additional \$57 million in plant renovations to create 100 additional jobs.

As one can see, the economic gain that will come to the Mahoning Valley as a result of drilling in the Utica and Marcellus shales will pay big dividends for this community. We are in desperate need of job creation and the drilling boom will do just that. The naysayers are bound to their environmental agenda and are trying to stand in the way of job creation for students of this great university and workers all across the Mahoning Valley. We need to stand up and support job creation in this area that I am proud to call home.

Michael Metzinger
Austintown

Female actuary empowers mathematics students



Eva Paxhia from Nationwide Mutual Insurance Company educates students about the actuarial profession at YSU on Wednesday. Photo by Chelsea Telega/The Jambar.

Chelsea Telega
ARTS & ENTERTAINMENT
EDITOR

Nationwide Mutual Insurance Company's Eva Paxhia visited Youngstown State University's Lincoln Building on Wednesday to warn students that "the geeks are taking over."

In her presentation, Paxhia presented data, revealing that actuarial positions are ranked as the third-best profession this year. Last year, the profession was rated number one.

The Association for Women in Mathematics and the Actuarial Science Club invited Paxhia to speak because the job is generally unknown.

"The actuarial profession is something you won't usually hear about until you hit college," Paxhia said. "So educating students is very important because it can help them choose their major and profession."

Paxhia said actuaries make sure the company they work for has enough money at all times, but it's not always cut and paste.

The American Academy of Actuaries defines an actuary as someone who "put[s] a price tag on risk." They are mathematical experts that use their statistical knowledge

to solve a variety of business problems.

"If you're an actuary, you're always wrong," she said. "Your goal is to be as close to right as possible."

Paxhia informed the students of what corporations look for when they are hiring prospective employees and stressed the importance of taking actuarial exams in order to stand out among applicants.

"There are very subtle differences between the candidates," Paxhia said. "There are very, very smart people out there and lot of people who know how to do this job. What we want is someone who can communicate with people who aren't actuaries about what we do."

Angela Spalsbury, associate professor of mathematics, worked in conjunction with the student organizations to invite Paxhia to YSU.

"We have a lot of students who are interested in being actuaries, so we felt that it was important to have an actuary come here," Spalsbury said.

The Association for Women in Mathematics felt that Paxhia's visit was important to show the place of women in the mathematical field.

"When students get to see a successful mathematician who is a working woman at the top of her game, it's very impor-

tant," Spalsbury said. "The students need that kind of role model."

Paxhia said it is uncommon for women to be in the mathematical field and that they are often confused with secretaries.

"For women in mathematics, get used to it," she said. "You'll probably be the only one in the room. It's a very male-dominated field, but it's a great job for women, too, because very few people can really do the job."

Adriel Hepburn, president of the Actuarial Science Club, said the actuarial profession is not something you can "half-step your way into."

Hepburn took an actuarial test on Tuesday and passed.

"I was relieved because I've failed before," he said. "I feel kind of motivated because now I'm looking at other tests to see how to study for them."

Paxhia reminded students how difficult an actuarial position is but told them to not get discouraged. She said the most important part is to remain happy with your career choice.

"After you've started working, I'd say the time to quit is when you start to not like what you're doing," she said. "Even if you receive your fellowship and pass your tests, if you don't like what you're doing, it's not worth it."

Rookery Radio couple 'doing good in the hood'

Alyssa Italiano
REPORTER

Talking politics almost always has the potential to incite an argument. But for one Youngstown State University couple, political dissent is what brings them together for two hours every Friday morning.

Terence Langston, a freshman international business major, and Sheneefah "Sha-Sha" Johnson, a freshman business management major, host Rookery Radio's "Southside T Blaze Morning Show" on Fridays between 9 a.m. and 11 a.m.

The couple's show focuses on politics.

"We want to educate people about their rights and what's going on in the world because it affects them," Langston said. "People aren't as educated as they need to be on politics."

In addition to political content, the hosts plan to dedicate the "Doing Good in the Hood" segment to anyone helping the community or environment.

"People are trying to step up, and we want them to be known," Johnson said. "There is good being done, but you're just not hearing about it. We

hope that if we praise them, more will do good."

Johnson had the same mindset to "do good" when she started a record label, Stacked Up Ent, which she created for her 16-year-old son.

She wanted the label to provide an alternative to violence for Youngstown's youth, but said it was a bonus when her son actually sounded good while rapping.

"I made it for my son, but also for a lot of young boys so that they would keep out of trouble," Johnson said. "I wanted people to see that talented rappers aren't bad people."

Johnson said she hopes the label will be able to provide employment. Established in May, it employs four artists. With time and development, she said she hopes that number will grow.

The "Southside T Blaze Morning Show" debuted Nov. 19. Johnson and Langston said they have high hopes for its future.

"We're trying to do everything internationally," Langston said. "We want to take business, music and radio internationally. They listen to music everywhere, not just here."

Langston said he hopes to

expand to Africa.

While business expansion remains Langston's long-term goal, the expansion of knowledge is Johnson's priority. She wants her voice to be heard — and said that radio is a great way to do so.

Johnson said she didn't come from a rich family, or even a family who had a lot. These roots motivate her future. Her main goal in life involves helping her son be the best person he can be.

"I want to improve myself while bettering young kids," Johnson said. "I want them to know that it's possible to get an honest paycheck and that people do want to hire young minorities. I aim to build better self-esteem and morals."

Langston and Johnson plan to use the show to help with the present.

"Our mission is to educate," Langston said.

Johnson said that regardless of the number of listeners tuned into their show, she hopes people hear their message.

"If 10 of those people can gain knowledge and pass it on to somebody else, that's 20 people who learned something," Johnson said. "As long as we're putting our voice out there, people are learning."

Yo* Calendar

Thursday

Wine Tasting
Thursday, 6 p.m.
Winestyles of Howland
\$8-\$12

Swing Night
Thursday, 10 p.m.
Cedars Lounge

Friday

Fall 2011 Graduating BFA Show Opening Reception
Friday, 6-8 p.m.
McDonough Museum of Art
The student art exhibit runs through Dec. 16.

Clarinet Studio Recital
Friday, 7:30 p.m.
Bliss Recital Hall

Saturday

Annual Holiday Craft Show and Sale
Saturday, 10 a.m.-5 p.m.
The Butler Institute of American Art
\$5

Ballet Western Reserve Presents "The Nutcracker"
Saturday, 1 p.m.
Edward W. Powers Auditorium
\$12-\$18

Youngstown Holiday Parade and Festival
Saturday, 1-7 p.m.
Downtown Youngstown

Sunday

Annual Holiday Craft Show and Sale
Sunday, 10 a.m.-4 p.m.
The Butler Institute of American Art
\$5

W.D. Packard Concert Band's Annual Christmas Concert
Sunday, 2 p.m.
W.D. Packard Music Hall

Youngstown Symphony Youth Orchestra Concert
Sunday, 4 p.m.
Edward W. Powers Auditorium

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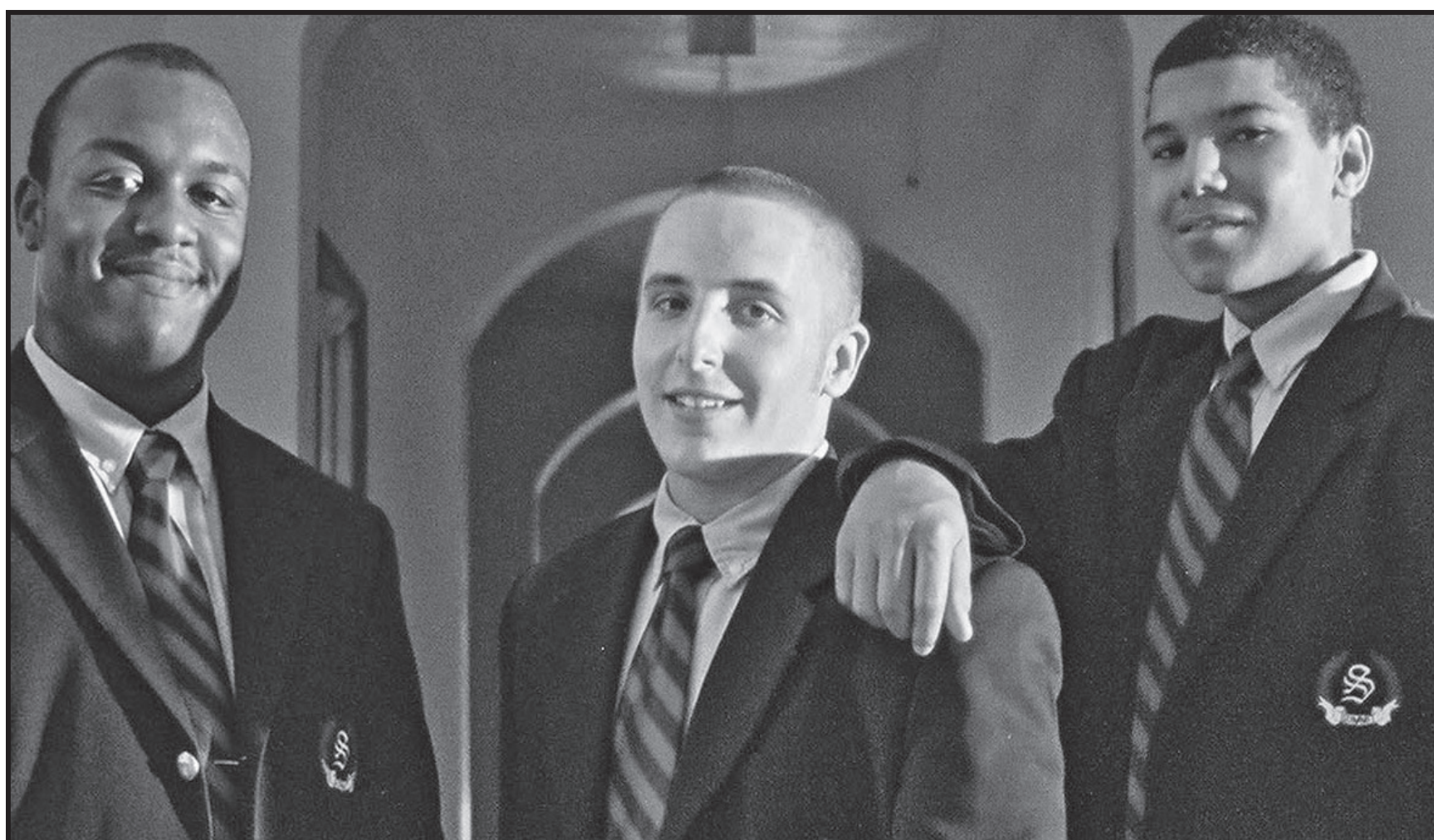


The NEWS Outlet

The NewsOutlet - www.thenewsoutlet.org

- The NewsOutlet, YSU's nationally recognized media cooperative, is now accepting applications for Spring 2012 paid internships.
- Interns will report and produce stories in all media platforms for professional news organizations.
- Candidates should have completed News Reporting and have a strong interest in telling compelling stories.
- Please send a letter of interest, a resume and writing and reporting examples to Mary Sweetwood at mdsweetwood@ysu.edu.
- Deadline for applications: Dec. 15.

The News Outlet, a partnership between Youngstown State University, WYSU-FM, The Vindicator, Kent State University, The Akron Beacon Journal, The University of Akron and Rubber City Radio (Akron), links student reporters with media professionals and journalism faculty to provide critical information to Ohio citizens through investigative and enterprise journalism.



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Brooks, Penguins begin conference play in hostile environments

Joe Catullo Jr.
SPORTS EDITOR

The Youngstown State University men's basketball team ranks third in the Horizon League but has not faced a conference opponent yet.

The Penguins will do so at the University of Detroit Mercy (3-4) on Thursday. Head coach Jerry Slocum said the Titans have not found their identity thus far.

"Everybody wants to look at their record, but they haven't been home probably as much as we have," Slocum said. "Yes, they lost some firepower, but they're still very capable."

On Saturday, the Penguins play another Horizon League opponent: Wright State University (2-4).

"We have our work cut out with a really good Detroit team that was picked to win the league or second in the league, and then Wright State is probably as tough of a place to play," Slocum said. "I think we're ready for it. I think we're ready for the challenge."

Junior guard Blake Allen said the Penguins have to bring it to them.

"We have to give it 110 percent," Allen said. "Both of the teams are very good, very talented, and we're gonna have to be ready to go."

Allen added that he believes the Penguins are up for the challenge.

"Playing on the road in this league is tough anyway, but to have to open up with the conference on the road is going to be a challenge, but I think we're up for it," Allen said.

The Penguins are coming off a close win over Saint Francis University on Saturday, 60-59. Senior forward DuShawn Brooks hit a decisive 3-point field goal and blocked the final shot to give his team the win.

Slocum said Brooks was why the Penguins won.

"He did a great job defensively," Slocum said. "He did a great job rebounding the basketball. The two things I'm very happy with his game is how well he's rebounding the ball at the offensive and defensive end with great energy."

Brooks recorded a season high of 9 points and three blocks against the Red Flash.

Brooks is the only starter averaging fewer than 10 points per game (5.8), but ranks second on the team in rebounds and blocks per game (6.4 and 1.4, respectively). He said he keeps working on his shot and hoping it will fall eventually.

"I come every day ready to practice, and coach just keeps telling me my shot's going to come," Brooks said. "I've been in the gym lately working on that, and coach just keeps telling me to play defense like I've been playing."

Brooks added that he'd shoot whatever the opposing defense gives him, whether it is a 3-point field goal or a layup.

"I just need to start knocking them down and getting some confidence," Brooks said. "Hopefully I get lucky some times."

Although the Penguins defeated the Red Flash, Slocum said they must execute better.

"I felt like we did a good job defensively in the last five minutes of that game," Slocum said. "We didn't score in the last six possessions, and we also didn't let them score in their last eight possessions."



Hockey grinds through season

Nick Mancini
SPORTS REPORTER

Youngstown State University's hockey team has lost nine of its last 10 games after a promising 2-1 start.

The Penguins have lost 8-2 three times. Their last match ended in a landslide defeat to Robert Morris University, 13-0, on Nov. 19.

"The season so far hasn't been what we were aiming for," said assistant coach Mike Poljak. "But we all feel that we are very close to hitting our stride."

Poljak added that the team's improvement is evident, even if the record doesn't reflect it.

"The main area that has seen improvement would be our devotion to playing within a designed system," he said. "We found that when everyone buys in and trust each other, we have success."

Leading the team in goals is junior forward Dan Jech. Through 13 games, Jech has tallied seven goals and six assists. Freshman forward Dan Dworak ranks second with five goals.

Junior forward Mike Evans has four goals and six assists for the Penguins. Sophomore center Joe Czekaj also has four goals. Freshman forward John Vansdale is second on the team with seven assists — just one behind senior defenseman Nick Walters, who leads the team with eight.

Poljak said the younger guys have been showing they belong at the collegiate level. Almost

half of the team consists of underclassmen.

"Much of their improvement comes from the leadership and effort of our veterans, who have been the guys we lean on every game," Poljak said.

With about three months left in the season, the Penguins look to improve as they skate to the finish.

The Penguins have 15 games remaining — and nine of them are College Hockey Mid-America conference matches.

On Friday, the team will travel to New York to take on the Rochester Institute of Technology and the University of Rochester. Poljak said the games are winnable.

"We are expecting to string together a few wins and finish the semester strong," Poljak said. "We feel we have a good chance against both those teams."

As the Penguins sit seventh in the conference, they hope to make up ground. They have a conference record of 2-7.

The Penguins still have conference matches with West Virginia University, the University of Pittsburgh, Duquesne University and Indiana University of Pennsylvania.

Poljak said a few remaining games are imperative to the team's late-season success. Two such games are against John Carroll University on Dec. 9 and 10.

"They are both league games, so we need to sweep the weekend," Poljak said.

WATTS houses first event since opening

Nick Mancini
SPORTS REPORTER

Youngstown State University track and field will host the YSU Invitational, the first home meet in the team's 22-year history, on Friday.

The meet will take place at the Watson and Tressel Training Site — the first event in the facility since it opened.

"It's a culmination of a lot of hard work, sacrifice from all of the YSU alumni and YSU community who have paved the way for this tremendous opportunity," head coach Brian Gorby said. "Every one of the

student-athletes are so excited to host and compete in the first indoor meet at the WATTS in YSU history."

The Penguins will take on Duquesne University, Robert Morris University, Slippery Rock University, John Carroll University and Marietta College.

"We were hoping this early to get two to three teams, but to have seven to eight teams coming to the WATTS this early is a pleasant surprise," Gorby said. "It is a tremendous positive for the YSU track and field program and family."

Admission is \$10, and students get in for free with a valid YSU ID.

Hess named first-team all-MVFC

Nick Mancini
SPORTS REPORTER

After setting numerous school records this season, Youngstown State University sophomore quarterback Kurt Hess was named to the first-team all-Missouri Valley Football Conference.

"It's nice and it is a great honor ... to be named in such an elite group in our conference with Tirrell Rennie and Matt Brown," Hess said, referring to the University of Northern Iowa senior quarterback and the Illinois State University junior quarterback, respectively. "They are tough competition, and you can see that week in and week out in our conference."

Hess set school records for single-season touchdown passes, 200-yard passing games, completion percentage, consecutive games with a touchdown pass and touchdown passes in a game.

He also threw for a career-best of 2,468 yards with 187 completions and three rushing touchdowns.

"We have been able to work hard ever since coach [Eric] Wolford got here, and we have had two strong seasons offensively," Hess said. "And, really, we are just holding each other accountable and working hard on the field as well as off the field."



Sophomore quarterback Kurt Hess sets up a play against Illinois State University on Sept. 17. Hess threw four passing touchdowns in the game, tying a school record before breaking his own later in the season with five against Missouri State University. Photo by Dustin Livesay/The Jambar.

He said he never really thought about individual honors.

"The individual accolades don't really mean anything, especially during the season when you are focusing on one game at a time, trying to make a playoff run," Hess said.

Finishing 6-5, the Penguins fell short of a playoff appearance.

"It was pretty tough, and it's humbling," Hess said. "It was hard for a while, and we were caught off guard and not expecting what was going to happen. But these were the things we have to live with as a team, and going through these experiences together will help us down the road. It is going to motivate us in the offseason, and we will be working hard."

Hess joins first-team YSU running back Jamaine Cook. Cook finished the season with 1,386 yards and 13 touchdowns, both high points of his career.

Hess said Cook is more deserving of the first-team honor. "Jamaine is a great player, and we did some things together in the conference," Hess said. "We put up a lot of

stats and yardage. We realize it's a pretty exclusive club to be in."

Four other Penguins received all-conference honors. Junior center Mark Pratt, freshman wide receiver Christian Bryan and freshman linebackers Teven Williams and Travis Williams were selected to the MVFC all-newcomers team.