

The Jambar

The student voice of Youngstown State University since 1931

drund



The Future of The Internet?

'YOUR LIFE, SIMPLIFIED'

Joe Giesy
NEWS EDITOR

Empty cans of Arnold Palmer and energy drinks line the walls of Azork Technologies in Boardman. In the small corner office along U.S. Route 224, computer programmers and graphic designers work tirelessly to launch their new Web system: Drund.

The group finally slept Monday after another 40-hour work binge fueled by gallons of caffeine and a drive to launch their product, nine months in the making.

Four students from Youngstown State University who intern with Azork have spent a better portion of their waking hours this year developing applications to work seamlessly in Drund.

Along with the four YSU interns, seven other designers and programmers work for Azork and maintain the system. Their skill set ranges from a graphic designer with a degree in divinity to a graduate of the YSU Williamson College of Business Administration who proclaims himself a "computer geek."

"Working with Youngstown State is amazing," said Nayef Zarrour, Azork vice president and a YSU graduate. "It is the focal point for Youngtown. It's one of the centers of Youngstown. Especially with the new business school here, it just makes sense."

Drund is a Web-based system designed to easily manage content and provide a home for free Internet applications and an online storage system through cloud computing.

Cloud computing is a virtually limitless storage structure that can be accessed from any computer with an Internet connection.

Drund will be as secure as the cloud it is saving data to, Azork officials said. Drund taps into the same cloud larger companies use. The transportation of data from server to server within the cloud ensures data is never in the same place for too long.

Facebook, Flickr and YouTube are some examples of online programs using cloud computing. When images, videos, comments or files are uploaded to these sites, the information is saved on remote servers and accessible from the uploading user's account no matter where the user logs in. Information uploaded through applications will be sent to the applications' host sites for storage.

Drund works similarly. It's like an online computer.

"We're just using these existing tools," said Matt Robenolt, Azork's chief technical officer. "We're putting them under one roof."

Of the applications available on Drund, about 20 percent are geared toward social networking and 80 percent toward business or other purposes, Azork founder Lee Yi said.

The Facebook application has been one of the hardest to develop because of its size,

SIMPLIFIED PAGE 7

IN THE BUSINESS OF STAYING IN BUSINESS

Andrea DeMart
NEWS EDITOR

The development team at Azork Technologies, responsible for the new operating system Drund, is one of many new small businesses looking to make it in the Mahoning Valley.

The 2008 economic crash devastated small business as more than half of the 763,000 jobs lost in the first two quarters of 2008 were in small firms of fewer than 500 employees, according to a U.S. Small Business Administration report.

"The absolute biggest hurdle for almost every business is financing the business, financing the startup," said James Cossler, CEO of the Youngstown Business Incubator.

He said start-up costs for new businesses are not considered "bank financeable" and the business must then rely on outside sources for financing, such as investors, friends and family.

Cossler said Youngstown's new businesses face similar challenges, with one underlying difference.

"The single exception [is] that, in other areas of the country, communities have very well organized and large angel investment groups," he said. "We don't have that in Youngstown, Ohio."

During recessions, there is greater unemployment, which often brings more new business startups, Cossler said.

"I'm just speaking for the Youngstown Business Incubator, for every, maybe, 50 ideas that we've seen, we really decide to look at just one of them," he said.

Drund is an Internet-based system that organizes programs or applications into one simple tool. It runs on the cloud computing system.

Drund, however, uses cloud computing to allow the user to store and retrieve information from anywhere — making flash and hard drives obsolete.

BUSINESS PAGE 7

STUDENTS GET THEIR HANDS ON DRUND

Jared Buker
ARTS & ENTERTAINMENT REPORTER

Five Youngstown State University students plugged away at their computers, attempting to conquer a new and innovative computer program.

Over their shoulders, creators of the software waited in anticipation for their feedback.

"We couldn't ask for any better PR than the consumer," said Nayef Zarrour, vice president of Azork Technologies. "If we built a great product, you will be referring it to your friends because you're excited."

The newest version of Drund was launched Monday to a select group of media, as well as friends and family of Azork. However, the program is essentially open to the public. Existing members' accounts from YSU's student survey participation have been maintained on the latest version. Users are growing as each member is granted five invitations to send to others.

YSU students met Wednesday for a hands-on test run of Drund's preliminary version.

With no prior knowledge of Drund or how it works, the students were given 30 minutes to explore the program and its features. Drund executives Lee Yi and Zarrour were present to answer questions and concerns.

Junior Dylan Thomas, who works as an information technology assistant for Struthers City Schools, said he likes the options that Drund provides.

"You can use Microsoft Office with this program just because Microsoft Office is free," Thomas said. "But if the user wanted all

STUDENTS PAGE 7

My Applications



TRIAL BY FIRE, DRUND'S FIRST STEPS

Chris Cotelesse
REPORTER

Drund faces the same obstacles as any new project. Any successful business model must generate revenue and remain competitive. The added component of cloud computing, a shared database able to be accessed globally, inspires both enthusiasm and concern among professionals in information technology.

Cloud computing consolidates the way information is shared over the Internet.

A user can upload his or her entire professional life into the cloud. This information would wait to be retrieved along with software applications that live inside and outside of the cloud.

"I'm really excited about where the cloud stuff is going," said Chris Anthony, multimedia specialist with Keynote Media Group.

He praised the concept for its potential to eliminate distance as a restriction between partners of a project.

"Whether you're from Youngstown or you're from Palo Alto is irrelevant if you can still do the same level of work," said Lee Yi, founder of Drund.

Officials at Azork Technologies, the creator of Drund, said their product enables even a novice to use the Internet to its fullest capacity.

"You're essentially giving anyone ... access to this full line of not only productivity tools but business tools," said Josh Shank, creative director of Drund.

TRIAL PAGE 7

ONLINE EXCLUSIVE

VIDEO, INTERACTIVE TIMELINE AND SLIDESHOW AVAILABLE AT THEJAMBAR.COM

MORE DRUND ON PAGE THREE



NEWS BRIEFS

Last Lecture Series presents YSU provost

The latest installment of the YSU Student Government Association's "Words to Live By - Last Lecture" series will feature Ikram Khawaja, provost and vice president of academic affairs. Khawaja will answer the following question: "If you could give one final lecture, what would you tell your students?" The event will take place Tuesday at 3:30 p.m. in Kilcawley Center's James Gallery.

Two former YEC students featured in statewide video

A statewide public policy research organization, Ohio Education Matters, recently released an article and video that features two Youngstown Early College graduates — David Bresko and TaQuaesa Toney — who are now enrolled at YSU. Bresko, an environmental science student, and Toney, a pre-med student, are among 10 graduates of statewide Early College High Schools featured on the Ohio Education Matters website.

POLICE BRIEFS

Student elbowed in face at Rec Center

On Nov. 9, a student was elbowed in the face below his right eye at the Andrews Student Recreation and Wellness Center. He refused medical treatment, saying that he planned to stay with friends later that evening.

Student reports panic attack in parking lot

On Wednesday, a student reported having a panic attack in a campus parking lot. Upon arrival at the scene, however, officers and paramedics could not find the student. Later, they found the student at the Armed Forces Boulevard meter lot. The student said she felt fine and refused treatment. The student's husband, who also arrived on the scene, transported her to St. Elizabeth Health Center.

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Men, women avoid razors to raise awareness for prostate cancer

Keith Stinson
REPORTER

Every 16 minutes a man across the U.S. dies due to complications from prostate cancer. According to the National Cancer Institute, in 2010, nearly 218,000 men were or will be diagnosed with some form of prostate cancer. Approximately 32,000 will die from the disease this year.

To help raise awareness about the disease, the Prostate Cancer Foundation is teaming up with the Lance Armstrong Foundation and asking all men to take a stand against prostate cancer.

To do so, November has been designated across the globe as "Movember" or "No Shave November."

The movement challenges men to grow moustaches during the month of November. The moustache symbolizes the fight against prostate cancer and was inspired by breast cancer's pink ribbon.

The campaign to grow moustaches for a cause originated in 2003 in Melbourne, Australia, according to the Movember website. One year later, 432 Australians took part in the event and raised more than \$55,000 for the Prostate Cancer Foundation of Australia.

Since 2004, the movement has expanded to all seven continents. More than 1 million donors and 255,755 participants raised \$42 million for prostate cancer research last year.

The rules of No Shave November are simple. For the entire

month, men must stay away from the razor and shaving cream, growing as much facial hair as possible. The Movember Foundation has even created a website showcasing unusual moustaches.

The no shave campaign is also active at Youngstown State University.

Sal Sanders, associate professor of health professions, said he believes the no shave concept is a great idea to raise awareness among men.

"A man's prostate is very valuable, and anything to help raise initiative is big," Sanders said. "I take this as my opportunity to not shave this month and join the cause."

Junior Pat Shelton previously participated in the annual campaign but wasn't happy with the results.

"I wanted to see if I could grow a beard, but unfortunately I was unsuccessful," Shelton said. "It was all patchy and did not look [good] at all."

Junior Barry Cunningham also shared his beard-growing frustrations.

"I've tried it in years past, but it just didn't work out," Cunningham said. "My girlfriend didn't appreciate me growing a beard, and she was pretty happy when the month was over."

Although the campaign focuses mainly on support from men, women can also become involved.

Junior Tawni McClendon recently learned about No Shave November and wants to take part.

"I think it's a great idea and fun to do," McClendon said. "I will not shave my legs."

Committee seeks to provide new transportation options for YSU students

Andrea DeMart
NEWS EDITOR

The Alternative Transportation Advisory Committee is working to combat high gas prices and provide alternative transportation options for the Youngstown State University community.

The 12-member committee was created two and a half years ago when gas prices hit a record high of around \$4 per gallon. The goal of the committee is to provide students, faculty and staff with more options for getting to and around YSU's campus.

Paul Kobulnicky, executive director of Maag Library and chairman of the committee, said the university took notice of the need for alternatives to "one car, one driver" transportation.

He said the committee understands that some schedules make it difficult to find alternative transportation to campus. However, committee members hope some commuters will eventually move closer to campus, making other alternatives more feasible.

"[There is] a lot of discussion about the way in which all of these things might be different with more people living close to campus," Kobulnicky said.

The committee is exploring alternative transportation options with the local bus system, Western Reserve Transit Authority.

"The other thing we're kind of looking at big time is WRTA," Kobulnicky said. "They are in the process of looking at themselves and what they do."

He said WRTA is an underutilized resource available to

YSU students and employees, and most people are unaware of the services WRTA provides.

"If you're riding a WRTA bus into town, if you tell the bus driver you want let off at YSU, even if it's not a route that's supposed to come by here, they'll come up and drop you off," Kobulnicky said.

Other universities have programs established with local bus companies to provide free transportation to students or faculty with valid college or university IDs. Kobulnicky said YSU and WRTA are not at that point yet but are working toward a synergetic relationship in the future.

The committee acquired a map of where people work, study and live on campus, and committee members are working with WRTA on "park and ride" services.

WRTA is also updating its fare boxes. These new boxes will be able to read chips, and the committee hopes to place these chips on YSU IDs per request. WRTA would determine how many students are using the service by how many people request the ID chip. The university could then determine what compensation is due to the bus system.

The committee is also looking to implement a transportation fee for students, staff and faculty.

"Right now, people buy parking passes," Kobulnicky said. "One of the things that we've been recommending is that we move away from the purchase of a parking pass to a mandatory transportation fee."

This fee would assist in the "park and ride" and bus transportation costs being recommended.

Another transportation

alternative is the use of bicycles.

Kobulnicky said there was an urban myth at YSU that people were not allowed to bike on campus because someone was killed.

"There was no policy and there was no one killed, but what we've done is try and put out a reasonable policy that basically says, before 8 and after 5, you can ride on campus ... but during the day you shouldn't be riding on the center of campus," he said.

Jean Engle, assistant director of marketing and communications and chairwoman of the bicycle subcommittee, said committee members are trying to lessen the campus community's dependence on long and short distance commuting by car.

"We have proposed policy for bike riding on campus. It doesn't have official imprimatur, it hasn't been passed by the board of trustees [and] it's not enforced by the police department," she said.

The committee worked with experienced local bike riders to create suggested bike routes.

"These are just recommended routes," Engle said. "There are no bike lanes. They may be coming eventually but that's kind of a city thing."

Some students, faculty and staff live farther away where biking and bus transportation are not feasible options.

The committee is also working with ride-share software.

"You might be able to log on, create an account for yourself and you might be able to say, 'I live in Leetonia. Is there anyone who is driving in from Leetonia who has about this schedule?' and then you can find someone right back

... and set up a schedule," he said.

The committee is also focused on pedestrian safety.

"We have, I think, some well-known significant problems," Kobulnicky said.

The pedestrian walkway on Rayen Avenue across from the Williamson College of Business Administration is dangerous because people fail to treat the campus area as a school zone and are unaware of how to treat pedestrian walkways as a driver, he said.

He said the committee is working toward better-marked, more official crossings, as well as addressing other issues that concern pedestrians.

Engle said she hopes people will look into alternative means for getting to and from campus. She said people right now are "coasting" along and are not so worried about finding alternatives because gas prices have receded.

"There will be issues with the parking deck. There will be issues in terms of how close people can park for their classes," she said. "We're kind of spoiled in terms of where we have been able to park."

The committee last presented a report to the provost in January. Kobulnicky said he expects the next report to include updates about projects the committee is working on.

"These are things that we're just sort of plugging away at," he said. "We're not trying to promote an agenda or tell everyone that they ought to do it. We're just trying to figure out how we can give people many options."

The latest committee report and recommended bike route map can be found on the committee's website at <http://maagblog.ysu.edu/atac/>.

SGA adds two new advisers

Patrick Donovan
REPORTER

As the temperature is dropping and the end of the semester is inching nearer, members of the Youngstown State University Student Government Association have one less thing to worry about during winter break with the addition of two new student advisers to SGA.

Last week, the newly appointed advisers — Keith Lepak of the political science department and Dean Bryan DePoy of the College of Fine and Performing Arts — attended their first SGA meeting and were greeted with excitement.

"Since advisers provide the Student Government Association and its members with advice and guidance on issues and questions relating to the university and the community,

having multiple advisers for the Student Government Association is very important," said SGA President Nick Meditz.

DePoy said he is excited to be a part of SGA.

"While I largely enjoy serving as an administrator, I remember fondly my days as a faculty member. This opportunity affords me to be somewhat engaged in what lead to my choosing a career in higher education: the immense professional satisfaction and enjoyment that comes with guiding and mentoring students through their academic career," DePoy said. "Serving students is the reason why I got into the profession, and I'm happy to continue that role as an adviser to the SGA."

Lepak also expressed his interest in being involved with SGA.

"I am interested in the SGA post, as other poli sci profs have filled this post before,

and I like seeing how students develop their leadership skills and come to value the university as an institution in ways other than a classroom experience," Lepak said.

Lepak and DePoy said student government plays a very important role at YSU and are interested in seeing how communication between the administration and student body will develop in the coming semesters.

"SGA, as a representative body, should serve as a primary conduit through which student issues are discussed and heard," DePoy said. "I feel that it is an integral part of a university campus."

Lepak shared a similar view, stressing the importance of student representation and communication between campus groups. Lepak serves as adviser to the College Democrats and the College Republicans.

"I think that it's important that students have a variety of avenues to make their concerns known to each other and the administration," he said. "Realistically, I think that the importance of any 'voice' of students depends on the character of student leadership and the willingness of other university groups to listen to such voices."

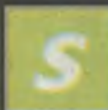
DePoy and Lepak expressed their confidence in SGA's abilities, based on observations from the first meeting.

"As a college administrator, meetings are a significant part of my professional life. Unfortunately, some are less efficient than others," DePoy said. "I was impressed with the efficiency and the professionalism with which the SGA conducted themselves. I'm very much looking forward to the next meeting, and that really says a lot."

App happy



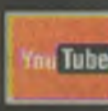
Twitter A micro blogging service to update followers with what you're doing using a 140-character message



Shopify A way for users to create online stores



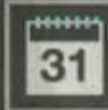
LinkedIn A professional networking system to reconnect with old classmates, colleagues and future business partners



YouTube A video sharing website



Amazon An online retailer



Calendar A full month by month calendar



Facebook A social networking service where users can personalize a profile and maintain contact with friends and acquaintances



Box.net An online file sharing, content managing and collaboration system



Pandora A customized online radio station



AudioBox A way to manage media any time anywhere



About US An online marketing website



Whack A Gopher A video game where the player's objective is to whack a feisty gopher back into its hole



Zoho Meeting An Internet web conferencing service used to conduct live meetings with colleagues



TeamViewer A software desktop sharing and file sharing between computers



Gmail-Google-powered access to internet mailing



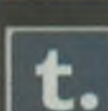
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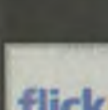
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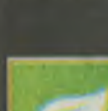
Gangas Linnex An email marketing service to connect small businesses with associates and colleagues



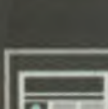
Tumblr An Internet blogging service to entertain followers with blogs, videos, quotes and more



Flickr A way to store and share photographs and videos



TreeBooks A way for teachers, librarians and service providers to do time tracking and billing



News Reader A program that filters news to users



Minesweeper A popular video game and staple for most computer operating systems



Chelsea Miller
ARTS & ENTERTAINMENT EDITOR

Members of the Drund team hang out in front of the new Williamson College of Business Administration. YSU has been instrumental in helping Drund get off the ground. Photo by Doug Livingston/THEJAMBAR

Drund stays local for support, development

With the release of Drund, Azork Technologies is paying homage to Youngstown State University, which has played a crucial role in the program's development.

Nayef Zarrour, a YSU graduate and vice president of Azork, said it was important to keep YSU in the loop during the planning process.

"We're real proud of the fact that we're coming from Youngstown with such an amazing technology," Zarrour said. "We want to be able to give back to the community. A lot of reasons we are doing this is to give opportunities where currently there are barriers, and what better place to start than Youngstown right now?"

He said teachers and students can benefit from Drund with access to free Internet applications. Drund provides open-source access to programs similar to Microsoft Office through Zoho, which provides online Web applications for businesses. Zarrour said students could go on any computer through Drund and retrieve their documents.

Azork offered four internships for YSU students, who are currently working on staff. The students — Nick Serra, Kevin Krpicak, Mike Helmick and Adam Magana — are all computer science majors. Zarrour said they are years ahead of most programmers as far as aptitude.

Magana said that unlike most places, where interns just get coffee, Azork provides hands-on programming and experiential learning.

"I think the coolest part for me ... is the fact that I have the opportunity, or at least the chance, to make an impact as an undergrad, as a student still, and take a shot at least a little bit early," he said.

More than 1,000 YSU students also had a hand in the direction of Drund's development. As part of extra credit assignments in some classes, students completed a survey that provided Azork with useful feedback.

According to the survey results, most students heard about the Drund Project through faculty members. Students were also asked which websites they spent the most time on, Facebook and Twitter being the top two, and which

news services they use, CNN and Fox News as the leaders. The survey also asked which document storage services and movie rental services students used.

The comments from the survey were taken to heart in the process of creating Drund.

"At the end of the day, the consumers are going to drive this, so we have to listen to them, and that's something that we've been really adamant about, and something that we're not too prideful on," Zarrour said.

Sophomore Chris McDonagh said he liked several aspects of Drund.

"Some of the labs here will be using Office 2007 or 2010 or 2008 ... but if I go on [Drund] and type a paper, I know it's going to be the same in every lab," he said.

Assistant professor of management William Vendemia offered the Drund survey to his Business 1500 students as an optional class assignment. Vendemia is not the only faculty member participating.

Zarrour said the company is also working closely with the faculty and staff at YSU. Raymond Shaffer, professor and chairman of accounting and finance, and Anthony Kos, assistant professor of management and special assistant to the dean, are two faculty members working closely with Azork. Kos said the staff has been offering business advice to the group, and he hopes that Drund will be successful.

"The future they have envisioned is coming. I hope that Drund is able to deliver ... I think they will be," Kos said.

Faculty members are excited about the future of Drund and what it can do for the university.

"I think it can't be anything but positive," Shaffer said. "It will give us national attention."

Continuing its student involvement, Azork will be offering 20 \$250 scholarships to YSU students who submit a 500-word essay saying what Drund means to them, as far as the future of the technology and possible business and economic implications. The deadline for essay submissions is Nov. 30.

The faces of Drund



Matt Robenolt - chief technical officer



Nayef Zarrour - vice president; BSBA Accounting from Youngstown State University



Nick Serra - lead developer; YSU senior, computer science



Kevin Krpicak - developer; YSU junior, computer science



Mike Helmick - developer; YSU sophomore, computer science and information systems



Adam Magana - engineer; YSU senior, computer science



Josh Shank - creative director; Master of Divinity Theology from Southeastern Baptist Theological Seminary



Steven Andrew - conceptual arts; Associate of Applied Science Information Technology, multimedia from ITT Technical Institute



Robert Hallas - creative designer; BS Graphic Design from the Art Institute of Pittsburgh

*Not pictured
Lee Yi - founder; BSBA Finance from The Ohio State University

* photos and graphics courtesy of Drund

JAMBAR VIDEO

For more on drund visit www.thejambar.com

Editor's Note

In reporting, the guarded nature of intellectual property created some access issues that should be noted.

As our reporting indicates, Azork Technologies' funding is ambiguous. There is no user fee for Drund; there are no advertisements. The business receives funding from "strategic partnerships" that are mutually beneficial to the success of the online operating system — and unbeknownst to the public. We are not arguing their right to conceal investors.

It is also in their best interest to not divulge the inner workings of their software. So, there are limitations to knowing the tech-heavy intricacies of the project.

The Jambar has vetted Drund. And we are offering an exclusive first look at the product that was unveiled to the public Monday.

In a journalistic experiment, we observed users interacting directly with creators. They asked the questions you would have asked.

We take you inside the Drund Project and behind the closed doors of Azork, which politely read, "Hello ... No Soliciting."

From broken Guitar Hero drum sets to pallets of Red Bull that fuel sleepless 50-hour work binges, we invite you to meet the creators online at thejambar.com.

See how they play. See how they work. See if you can tell the difference.

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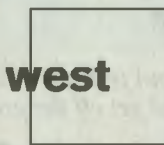
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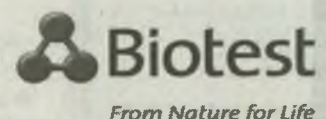
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The Raga Boyz

"THE" MUSIC GROUP FROM PAKISTAN



IN CONCERT

**Sunday, November 21, 2010
6:00 p.m. - 8:00 p.m.**

The Chestnut Room of Kilcawley Center on the YSU campus

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Sponsored by The Performing Arts Series, the Office of the Provost, The Office of Equal Opportunity and Diversity Center for International Studies and Programs, Center for Islamic Studies, and the Pakistani Community of Greater Youngstown

The band has to its credit many popular numbers including Pakistan's T-20 World Cup Cricket - 2010 song. The band's blend of classical, semi-classical, hip-hop and rock tracks combined with its use of up tempo lyrics and verses offers a fusion of music. Though the lead and base guitars dictate the music, it is percussion - the rolling beat of the drums - that provides the band with its own inimitable brand.

Youngstown
STATE UNIVERSITY

OUR SIDE

Drund and disorderly

The Jambar
EDITORIAL BOARD

RELATED STORY

Drund, page 1

An online urban dictionary search of “Drund” generates unrelated articles of “drund and disorderly” behavior — a comical misspelling that is somehow applicable.

The idea behind Drund is, in fact, disruptive. There are companies that will thrive if Drund fails. These companies have been prospering for years on their exclusive software. Drund is an alternative to the cutthroat world of conventional computing.

And that is where The Jambar found Drund — immersed in the competitive field of patent-laden technology, where novelty is the ultimate commodity.

The Jambar’s knowledge of the programming intricacies of Drund is limited. But we know this much ...

Drund is more of a concept than an online service.

Drund is human. It is the countless hours of sacrifice from its salary- and results-driven employees. It’s 11 guys, early 20s to early 30s, some with children, some with wives or disgruntled girlfriends. They contemplate computers crashing while physically crashing on a keyboard, heads mashing keys and hands resting inches from energy drinks.

Drund is you. The concept caters to the user. It’s everything you look for online under one roof. It’s data storage, gaming, social networking, a hub of business and, possibly, the future of the Internet.

Drund is hope. In a town smothered by the residual smoke of steel mills gone by, Drund and other technology firms are economical beams of light splitting the smog of pessimism. With a little ingenuity, projects like this can clear the Mahoning Valley’s occupational glass ceiling and put its citizens back to work.

So, Drund on. Break down the bureaucratic barriers that Silicon Valley has erected.

Any endeavor that seeks to provide inexpensive and comprehensive online usage to those who are either monetarily divested or technologically uneducated is a noble endeavor.

While Drund seeks a prestigious place among companies like Google and Microsoft, they promise to keep you in their thoughts. And we’ll be keeping a watchful eye on Youngstown’s fledgling entrepreneurs.

OUR SIDE POLICY

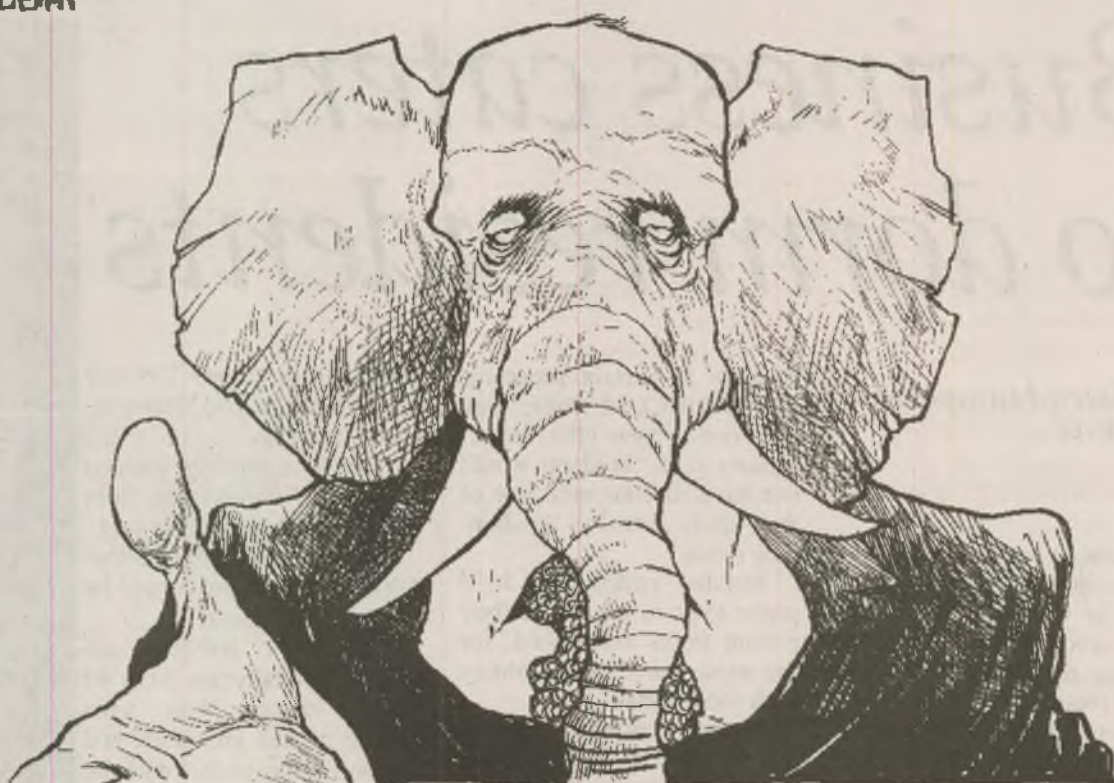
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YOUR SIDE POLICY

The Jambar encourages letters to the editor. E-mail 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 libelous, threatening, obscene or indecent. The Jambar does not withhold the names of writers of letters or guest commentaries.

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“GOVERNING IS ALL ABOUT COMPROMISE. SO, IN THE SPIRIT OF BIPARTISANSHIP, WE’RE WILLING TO MAKE A DEAL WITH THE PRESIDENT ON TAX CUTS. IF HE OFFERS EVERYTHING WE WANT, WE’LL SAY YES.”

The views of this syndicated artist do not necessarily agree with those of The Jambar.



What do you use the Internet for?



“I spend about seven hours a week Facebooking and doing school-work.”

Christopher Jones, freshman



“Looking up stuff for class. I research information mostly for my journalism classes, and I Facebook on the side too.”

Jill Grove, sophomore



“I surf random sites . . . YouTube, translating stuff for my Spanish class.”

Aaron Wright, freshman

Tear down your altars and lifeless idols



‘It’s a people driven economy stupid’

Chris Cotelesse
COLUMNIST

I have 91 Facebook friends. I’m trying to keep it fewer than 100.

I ignore about 90 percent of requests, and frequently unfriend people for reasons ranging from prolonged absence to annoying statuses.

I have some old friends on my list that I keep out of nostalgia, but I’m constantly bombarded by requests from people I hardly know. Kids from high school that I didn’t associate with, current classmates that I don’t see off campus and pretty girls who want me to spend money to see them naked all try to connect via cyberspace.

It’s not uncommon for a Facebook user to have upwards of 500 or 1,000 people in his or her friends list. I’m not comfortable letting that many people have access to my digitally rendered life.

Now, I face a new generation overloading my inbox, the old one.

Inside Facebook, a website that tracks statistics of the social networking giant, reports that the fastest growing demographic of Facebook users is females between the ages of 55 and 65.

My grandma is on my friends list. Before she joined Facebook, my profile page was a free range of obscenities and blasphemies. Now I have to watch my language. Sometimes the “grandma rule” is violated and I have to face stares of disappointment at family gatherings.

I can’t delete my grandma, gosh darn it. I’m just hoping my grandpa doesn’t learn how to creep.

Wikipedia claims more than 16 million articles. Facebook boasts more than 500 million accounts. That’s 100 million above the population of the United States.

Belinda Goldsmith, per Reuters in September 2008, wrote that social media is now the Web’s #1 activity, outperforming pornography.

And that’s saying something. According to Facebook’s website, its purpose is “giving people the power to share and make the world more open and connected.”

Like most ideas I have encountered, social media can be used for good or evil.

I remain in contact with friends and family, unhindered by proximity. I am able to access free entertainment through YouTube and Hulu.

The downside comes at the cost of privacy and overexposure to advertisements.

Jim DeRosa, product manager for CBOSS, a Web-based solutions provider in Boardman, said he feels uncomfortable when websites track his activity and display ads accordingly.

“There’s a lot of fine print that people don’t usually read,” he said.

Jim Cossler, CEO of the Youngstown Business Incubator, said that is the nature of ad-driven e-commerce.

“What advertisers want more than anything in the world is ... genuine prospects, not random eyeballs,” he said.

The payoff for access to free TV, music videos, adorable animals and idiots who smash their testicles in various stunts is an implied agreement that allows your personal information to be sold and traded like a precious commodity.

Like it or not, the world is only getting bigger.

Business caters to dorm residents

Zachary Humphries
REPORTER

College students who live on campus now have a new way to get necessary items like groceries without ever leaving the comfort of their dorm rooms.

Dormzy, an online grocery store based in Columbus, began offering grocery items for sale this fall. The site sells products most often purchased by college students and enables those items to be delivered to your doorstep.

Chips, pretzels, soup, microwaveable meals, cold beverages and cereal are some of Dormzy's most popular products.

Youngstown State University junior Tyler Moxley, an exercise science and nutrition major, said convenience is a major factor in using Dormzy.

"I feel that idea could really be helpful to busy students or

students in certain programs like NEOUCOM where they just don't have the time," Moxley said. "Students would not have to take time out of their study period to go shopping either."

Moxley added that he'd prefer to go to the store to buy certain items but would, for the most part, "trust Dormzy with food items."

Dormzy offers approximately 1,000 products ranging from food items to health and beauty goods.

Students who use Dormzy will have their items shipped by FedEx Ground. Standard shipping time is between two and three business days. Items can also be shipped via FedEx Overnight Express. Shipping is free for orders more than \$49. All other purchases carry a shipping cost of \$6.99.

Chris Sammons, the 23-year-old founder and CEO of Dormzy, operates his business out of a 20,000-square-foot warehouse in the Columbus area. In October,

Sammons discussed Dormzy and its perks in The Metropolitan Columbus.

"We have already shipped to over 100 universities, from Maine to California," he said.

The company projects that 8,000 to 10,000 boxes will be shipped this season.

"Dormzy's 800-plus offerings generally are 20 to 40 percent cheaper than items sold at typical groceries, and you don't have to deal with the hassle of going to the store," Sammons said.

Sammons said Dormzy is able to sell products inexpensively thanks to direct purchases from the manufacturer and through large grocery supply chains.

"Dormzy maintains great relationships with its vendors and doesn't have the overhead a large grocery store may have," Sammons said.

Sammons said he hopes that Dormzy will become "the one-stop shop for college students."



Josh Leedy, Chris Sammons and Phil Blalock work for the Columbus-based online business, Dormzy. Dormzy ships groceries to college students living in dorms. Photo courtesy of Brooke Leonart.



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(A complete list can be found on www.blackfriday.info.)

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p.m.
Skate Zone
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Saturday, 8 p.m.
Kent Stage

The Huckin'
Fillbillies
Wednesday, 10 p.m.
Leon's Sports Bar
and Grill
\$5

STUDENTS PAGE 1

features of Office, they could upload a 'plug-in,' use that service, pay a monthly fee to Microsoft so big companies get their piece of the pie."

Yi agreed that working with other companies is crucial.

"You have to embrace your competition," Yi said. "You can't run them over."

Thomas also liked the flexibility the software allows.

"You can sit down at a computer anywhere, and you know exactly what's on there, and you don't have to worry about different formats," Thomas said. "Everything is the same; it's a constant."

Sophomore Chris McDonagh, an IT major at YSU, said he felt like Drund could help make his schoolwork easier. One of his greatest fears is also one shared by most college students: a broken flash drive.

"The main things that I have to do for school ... I can now do from any computer," McDonagh said. "I don't have to worry about it."

McDonagh reviewed both the first and updated versions of Drund. He said he noticed major improvements.

"I really like the look and feel now, compared to what it was [before]," McDonagh said. "It looks like a regular desktop now."

Zarrou said one of Drund's most appealing features is its focus on the user. Their information follows them, in-

stead of the other way around.

McDonagh said he hopes that focus continues. He uses programs like Adobe Photoshop and virus removal programs that are not yet offered through Drund.

Junior Matt Virostek agreed. He has experience with sound editing and photo programs like Pro Tools and Photoshop. He said he also looks forward to seeing how Drund evolves over time.

"I think [Drund] could definitely be beneficial to a lot of people, maybe people who don't really use the computer to its full extent," Virostek said.

And that has been an aim of Drund from its conception, creators said: to educate people about the resources available online.

Overall, the students said they felt Drund was a convenient way to access files and programs from any computer.

The results of an ongoing survey of the preliminary version, before the student test run, confirmed this sentiment. Nearly 70 percent of 132 people who participated in the post-survey section said Drund was "very convenient."

In all, more than 1,000 students participated in the survey, which consisted of a pre-and post-survey questionnaire. The post-survey questionnaire involved referring others to Drund.

TRIAL PAGE 1

Matt Robenolt, Drund's chief technical officer, said a driving factor in the project's development is education.

"We're bringing all the pieces of the puzzle together. All these pieces do exist in some way, shape or form ... The general public isn't aware of them," Robenolt said.

Tony Kos, assistant professor of management in the Williamson College of Business Administration at Youngstown State University, has been giving professional advice to the team. He appreciated the socioeconomic benefits of the project.

"[If] some poor child in a developing nation has a \$100 laptop and logs onto Drund, he has the same access as I do," Kos said.

Anthony said another major benefit would be a reduction in the costs to produce and store multimedia, the savings of which would be passed along to the consumer.

With nearly a decade's experience in Web development, Anthony discussed the beginnings of his field. He remembered when creating multimedia pieces meant sifting through stacks of videotape. The advent of digital technology meant that tapes were discarded in favor of hard drives.

Jim DeRosa, product manager for CBOSS, a Web-based solutions provider in Boardman, said the quality of being "open source" or allowing free access to applications would be essential to compete with software giants like Microsoft and Apple.

"You open it up to developers to submit applications ... You gather the masses to produce things," he said.

A software designer would have the freedom to design an application similar to Adobe Audition or Photoshop that could then be uploaded to the Drund server and be used for free.

This is the path Azork officials hope to travel. They want to become a hub of applications supplied by independent developers, giving consumers a wider variety.

However, the quality of being open source could allow for what DeRosa called a "backdoor breach" where a

computer virus is attached to software, infecting all users in the cloud.

DeRosa said plotlines involving high-tech teams that hack into mainframes are mostly a creation of Hollywood, but he admitted that the possibility exists.

"If they had a breach big enough, it could bankrupt them, and this project could go under," DeRosa said.

If Drund's security is proven unreliable, clients may be hesitant to use it.

"Lack of trust ... turns into product failure," he said.

Yi addressed the concern by saying, "It's open source, but not." He added that independent developers would submit applications, but there would be oversight to ensure the software is free of viruses. Applications like Shopify and Amazon, which facilitate online transactions, have an added level of security in Drund: A log-in is required for these applications every time Drund is launched.

DeRosa foresees less instances of backdoor breaches than those caused by weak passwords and "phishing" scams, in which a hacker sends a fake e-mail asking for passwords or personal information that can be used to gain access to an account.

"If I were to gain access to your account, and you had 50 people you were associated with, I now have access to those 50 people," he said. The number of accounts vulnerable to a hacker then grows exponentially.

A Facebook or Twitter account stores limited data of a person's life, but Drund, which has the potential to amalgamate social networking with production, could leave everything from financial to personal information vulnerable without adequate protection.

While Drund is confident in the system's security, users must still safeguard themselves.

"Concentrate efforts on educating people about security," DeRosa said.

He suggested that users create passwords that include numbers, letters and special characters. Passwords should be changed every 30 days.

For all the promise techies see in Drund, Jim Cossler, CEO of the Youngstown Business Incubator, said, "The two biggest problems are how to make money and how to let the world know you exist." He said the e-commerce explosion of the '90s has waned, but is rebounding.

"It's a very crowded space," he said.

Unlike other social media projects like Facebook and YouTube, Drund will not rely on advertisements or charge a subscription fee.

"Things like this are able to spread on their own virally," Yi said. "We think sharing and community is bigger in terms of marketing and outreach."

He said the project is funded by "strategic partnerships." The process is "a revenue share between the partners based upon users." Yi compared it to the purchase of an online application, in which the provider and developer each get a portion of service charge.

"We're in a very similar model, but not exactly the same," Yi said. "It's not just a one and done kind of thing. It's an ongoing relationship."

These partnerships are complex, necessitating a measure of corporate rivalry.

Further complicating the struggle is the ecumenical nature of the online industry.

"We're not only competing with the Microsofts, the Googles, the Apples of the world," said Drund Vice President Nayef Zarrou. "We're also competing indirectly with any Joe Schmo who has a computer that knows how to code."

The team expects problems to arise ranging from "anything" to "everything."

"In order to stay relevant you have to antiquate what was done yesterday," Zarrou said.

"The Internet is just too big. If you suck at something, people are going to expose it and they're going to go find something else," Yi said.

He added that setbacks would not deter their purpose.

"Sometimes failure teaches you how to succeed tomorrow," Yi said. "It's a project. It never ends ... There are more innovations coming."

BUSINESS PAGE 1

Internet-based companies are seeing an increase over the past few years after the "dot-com" bubble burst in 2001.

Internet companies began forming nearly by the second, and investors haphazardly invested their money in these companies that vowed to change the world. The vows were unfounded, and the stock market suffered a small crash that extinguished enthusiasm.

According to wiseGEEK, an online blog of more than 200 contributors who tackle common technical questions, Bubble 2.0 may be on the horizon, thanks to the increase in high-speed Internet users and proliferating social networking sites.

The SBA report states that small businesses in Ohio accounted for 98.2 percent of the state's employers in 2006, totaling 204,035 employers.

Zarrou said another obstacle the team has faced is sustainability.

"Starting a new business is always inherently difficult because it's not about finding intellectual people. That's not the answer," said Nayef Zarrou, vice president of Drund. "It's about finding the right intellectual people, and that's something we feel that we've done."

"How are we paying paychecks? How are putting on the lights? How are we buying computers?" he said. "Funding and revenue are all issues we've had to face."

Azork is trying to succeed in an area of historical disinvestment, and the realm of online competitors compounds the challenge.

Zarrou said the business not only competes with large companies such as Microsoft and Apple but with Web developers and average computer users across the globe

who have knowledge of Web design.

"Life-changing technology, such as Google and Facebook, that have changed the way we as humans will interact forever, have come from dorm rooms," he said.

The team also feels that the field of technology makes their success difficult because of the fluid, competitive nature of the field.

"It's a race. It's a race to market because what we're doing isn't unique; it's not rocket science. I mean anyone can do it," said Matt Robenolt, chief technical officer for Drund. "It's the idea, and it's just the time. It's a matter of getting there and getting it done and getting it out first."

Looking toward the future, one obstacle the company foresees is the workload.

The team alluded to multiple sleepless nights spent at the office while working on Drund and also the sacrifice of relationships and free time to complete the project.

The obstacle that seems to be most daunting is continuing to develop a system that the consumer will continually find useful.

"That changes on a daily basis because what we've created today may not be right for tomorrow," Zarrou said.

Azork is committed to staying in Youngstown and feels that expansion elsewhere is feasible considering the format in which they work. Their product is Internet based. It does not require the company to be located centrally.

"We definitely want a local presence," said Drund founder Lee Yi. "The wonderful thing about this is, this actually is a good way to showcase the fact that we are all inherently networked the moment you log on."

SIMPLIFIED PAGE 1

YSU student developer Mike Helmick said. Helmick is one of the four YSU students at Azork. Seniors Nick Serra and Adam Magana and junior Kevin Kpicak, all of whom are computer science majors, join him.

Along with social applications like Facebook and Twitter, Drund also has applications for productivity like Zoho, a suite of online business applications that include mail, a word processor and a planner similar to the Microsoft Office Suite.

Drund users are limited to the available applications in the system, but other applications are being developed.

The calendar application, which was developed as an original Drund application along with Reader and others, was another difficult application to create due to its several functions, Magana said.

Most applications on Drund will only need to be signed into once. The users' passwords

will be encrypted and stored through an authentication process with the applications' host sites that prevent anyone, including the Azork workers, from viewing the actual password. Other applications will require repeated log-ins because of their ability to make money transactions and hold sensitive information.

Applications are available free to users. However, users will need to sign up for an account on each application's host site before accessing the application. They are still subject to any charges from the application provider such as items bought or services subscribed to.

Drund's services will remain free if all goes according to the original business plan drafted before the Drund project began in February, Yi said.

Zarrou said Azork has dealt with funding limitations as a new small business in the Youngstown area. They required a base of operations

and equipment to develop their service while competing with other similar services all over the world.

The project is funded through strategic partnerships and private investors who share the same vision as Drund, Yi said.

Workers at Drund hope the system will lower costs at small businesses by allowing cost-effective access to the productivity tools, fast processing speeds and a nearly limitless memory storage.

Zarrou explained one instance where the team bought a \$300 netbook and reformatted it to function only as a Web browser. They successfully accessed Drund and the processing speed, memory storage and applications of the system through the Web browser.

"I would really like to see Drund make an impact and give opportunity where opportunities are limited," Zarrou said. "That is how I measure success."



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Questions? Contact Dr. Kumler at inkumler@ysu.edu



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'STATS ARE FOR LOSERS'



SUPERB CATCH-A brilliant catch by senior Dominique Barnes was one of the highlights to a lackluster season by the Penguins. Barnes ended the season with 67 catches for 911 yards and four touchdowns.

Football statistics tell the story of a 3-8 campaign

Jordan Uhl
SPORTS REPORTER

Taking a group of players fit for another coach's "scheme" and turning it around is a tall order for any coach, but it wasn't too long after Eric Wolford took over before murmurs of the program's resurrection, perhaps to the glory days of the "Tressel Era," began.

The disappointing season ending record of 3-8 can be attributed to the numerous unlucky breaks over the last eight games of the season, many occurring in the final moments of the game.

"It's been difficult," Wolford said. "The ball could have bounced a little differently a few of these games, and we could have had a false sense of reality as to how good we really are."

While YSU's record may look dismal, it's rather deceptive. The Penguins, who finished last in their conference, were in every game. Aside from the season opener at Penn State University, every loss was by 10 points or less.

The direct cause may be difficult to pinpoint. However, there is one thing that undoubtedly contributed to the numer-

ous losses: the second half. The Penguins were outscored 190-150 in the second half this season, while outscoring their opponents 194-157 in the first.

In the fourth quarter, they let up 100 points and scored 98. While this may seem like the Penguins were neck and neck with their competitors, they were usually making up for lost ground. The third quarter was YSU's worst, allowing 90 points and only scoring 52.

This set the stage for all the last-minute dramatics that Penguins' fans witnessed nearly all season. This included lead-changing touchdowns by North Dakota State University and Western Illinois University, a game-winning touchdown by Illinois State University as time expired and, most recently, Kurt Hess overthrowing Dominique Barnes in the end zone on the last play of the game.

In all fairness, the offense may not be to blame. The Penguins had the third most efficient offense in the Missouri Valley Conference, averaging 31.3 points a game and leading the conference in time of possession, a 32:01 average. They had no problem moving the ball either, earning 246

first downs on the year, a 22.4 per game average, also a conference best.

The Penguins were second in third down conversions, holding a 47.8 success rate. The line, anchored by seniors Bobby Coates, Justin Rechichar and Eric Rodemoyer, allowed only 13 sacks all season, second best in the MVC. When they entered the red zone, they were practically unstoppable and again a league best. They scored on 41 out of 45 attempts, 31 by way of touchdown.

On the other side of the ball, however, things were quite different. The Penguins ranked seventh, out of nine, in points per game, allowing 31.5. They were last in sacks recording, accumulating only 12 on the season. They were eighth in first downs permitted, with their MVC foes amassing 220 on the year. Also a conference worst was the amount of third down conversions they allowed, permitting their opponents to convert 48.9 percent of the time.

For a fan base that has seen both ends of the spectrum over the past 20 years, turnout at the beginning of the season was stellar. Over the first three home games, 52,071 were in

attendance, 17,357 on average per game. The Penguins came out with a record of 3-1, went on the road and lost. They continued to lose, and attendance steadily declined. For their final three home games, 38,590 showed up, a 12,863 average per game.

"Especially at a commuter school, you have to give fans a reason to get in their cars and come see the games, and the team couldn't do that the second half of the season," said senior Marshall Beckett.

Although disheartened, Wolford refuses to give up hope.

"Everyone that watches us play knows we're [going to] be better," he said. "We've got to develop the players we have here. The players need [to] be developed in player IQ, confidence."

For a team returning a vast majority of position players, many of whom are freshmen and sophomores, those involved with the organization believe next season will be a drastic improvement.

"[The] future is bright, very bright. A lot of young guys playing important roles; I think Youngstown is going to make some noise next year," Barnes said.

FCS TOP 25

1. DELAWARE
2. APPALACHIAN STATE
3. EASTERN WASHINGTON
4. JACKSONVILLE STATE
5. STEPHEN F. AUSTIN
6. WILLIAM & MARY
7. BETHUNE-COOKMAN
8. MONTANA STATE
9. WOFFORD
10. SOUTHEAST MO. ST.
11. MONTANA
12. SOUTH CAROLINA ST.
13. NORTHERN IOWA
14. NEW HAMPSHIRE
15. VILLANOVA
16. PENN
17. NORTH DAKOTA STATE
18. RICHMOND
19. MASSACHUSETTS
20. JACKSONVILLE
21. LIBERTY
22. LEHIGH
23. GAL POLY
24. DAYTON
25. GRAMBLING STATE

QUOTE OF THE DAY

"[The] future is bright, very bright. I think Youngstown is going to make some noise next year."

-Dominique Barnes

PENGUIN SPOTLIGHT



DUSHAWN BROOKS

POSITION: Forward
YEAR: Junior
HOMETOWN: Harvey, Ill.
HIGH SCHOOL: Thornton
2010-2011 Stats (Per game average):
Points: 20
Rebounds: 6
3 pt %: 40

SCHEDULES

SWIMMING & DIVING
 Nov. 18-20-@ Radford Invitational
 Jan. 7- @ Ohio
 Jan. 15- AKRON/ST. FRANCIS (Pa.)
 Jan. 22- @ Cleveland State
 Jan. 28- @ UIC

WOMEN'S BASKETBALL

Nov. 17- @ Bowling Green
 Nov. 20- IPFW
 Nov. 24- BUCKNELL
 Nov. 27- OHIO
 Dec. 1- @Kent State

MEN'S BASKETBALL

Nov. 16- BUFFALO
 Nov. 20- @Akron
 Nov. 24- TOLEDO
 Nov. 27- SAINT FRANCIS (Pa.)
 Dec. 2- @ Milwaukeee
 Dec. 4- @ Green Bay

COMMENTARY

Is next season here yet? Football team does not live up to hype



Keith Langford Jr.
SPORTS EDITOR

I have to say, I was one of those guys who bought into the hype head coach Eric Wolford brought with him on his high horse. He said all the right things to spark interest in football to a fan base that was dwindling under the control of former head coach Jon Heacock. A change was definitely needed.

Penguins' fans are a tough bunch to please. Poor Hea-

cock. The guy gets let go after a 6-5 record and an overall record of 60-44. Insert Wolford here.

What will the fans say after Wolford went 3-8 this season? Maybe give him some more time to improve because he's doing the right things. Maybe some unfriendly four letter words. They were competitive in every game this season, including the Penn State University game where they briefly led.

Will Wolford be fired? That's a laughable question. Coaches rarely get fired after one bad season. Cindy Martin resigned after two seasons and just three wins with the women's basketball team. Different set of circumstances and a different sport. Easy there, let's-fire-the-coach fan. Plus his press conferences are hilarious. You can't fire a guy like that after one season.

Wolford did lose the final seven games of this season.

Although the majority of their games were close [except Penn State], a loss is still a loss. Wolford in one of his infamous press conferences did his best Raheem Morris impression in saying stats are for losers. They might be for losers but journalists eat stats for dinner. I'm not full just yet.

One stat to chomp on as I starve writing this: 190 to 150. Can anyone guess that stat? This would be a stat that's not for losers: the second half scoring of the Penguins' opponents compared to ours. In Wolford's defense, their opponents only outscored a team that went 3-8 by three points this season. That number is mindboggling. Some stats are for losers.

Could our football team be suffering from the Donovan McNabb syndrome? You know, the one where you can't run a two-minute offense at the end of the game

because you are too tired. Not the Penguins' offense, who brought them back to possibly win some games in the second half. Their two-minute defense, however, a prime candidate for the antidote. You can't give up 100 points in the fourth quarter and be considered a good football team.

Where does the football team go from here? Can Wolford resurrect the Youngstown State University football program to national prominence? I spoke to him after he was hired and he fully expects to bring a national title here to YSU. He did say it would take time, though. Should we be patient? Will the hometown guy lead the Penguins back to the playoffs? I don't know about a national title, but I think Wolford's on the cusp of the playoffs next season if the Penguins sure up their defense.