The Bob Marshall Club’s Winter Weekend
Elizabeth Bella

After weeks of planning, the day was finally here—groceries, gear, and vehicles were neatly in order. Lodging at three of the cabins on ESF’s Huntington Forest had been secured. Mid-afternoon on Friday the sixteenth saw sixteen adventure-seeking BMC members escaping the grime of the city for the snow-covered refreshment of the Adirondack north.

Driving went smoothly and quickly by truck or suburban, and we all arrived by early evening to settle into Colden, Marcy, or Kempshaw cabins. To our great disappointment, Huntington Lodge itself was closed for the season so we had no big stone fireplace, stuffed animal decor, or great camp charm, but we were glad of the heated, comfortable smaller cabins.

Friday night is of course the night to put the pressures of the working week behind, and we found ourselves converged in Marcy cabin in high spirits with a deck of cards, popcorn, and good conversation. Plans were made to rise early, eat a quick breakfast, and meet up with the First Family at the trailhead for our cross country ski or snowshoe trek up the Santanoni Trail. The night air, albeit cold, was quite enticing, tempting numerous club members to bundle up, strap on the snowshoes, or brave the drifts of the lake in bare boots for some moonlit stargazing. Although somewhat overcast, the stars were out, the wind was calm, and the silence, but for our small voices, was astounding in its absolute.

The next morning dawned clear and perfect, with a cloudless cerulean sky above and a decent layer of snow below. We made it to the trailhead about nine, met the First Family, geared up and hit the tracks by ski or ‘shoe. The rather brisk air was easily combated by the first few minutes of exertion.

We skied along the historic Santanoni Trail five miles into the Santanoni Lodge, where we lunched and explored until the cold drove us onward. Cutting across the frozen Newcomb Lake saved us some serious uphill but left us wondering if our cheeks and fingers were still attached after a vicious wind whipped from across the icy surface. Everyone made it out in good time with the Weekend continues on Pg. 7

Looking Ahead - Summer Jobs and Internships
Mary Robertson

Have you made plans for your summer break? One possibility is a summer job or internship. Many recent grads who have found employment attribute much of their success to a summer job or internship. In addition to giving you the experience that employers will be looking for, some employers hire their interns for permanent positions upon graduation.

Although both will give you work experience, there is a difference between a summer job and an internship. With a summer job, the emphasis is on working for the employer. The learning experience is secondary. The emphasis of an internship is to provide a learning experience. The student is still working for the employer, but the learning experience is the priority. An internship can be for pay and usually is associated with academic credits.

There are several ways to find summer jobs or internships. The Career Services Office (110 Bray) has several listings in books and binders. Other resources are faculty, Looking continues on Pg. 5
To the editor

I have submitted a number of pieces to you for publication which have been rejected. The reasons for their rejection have been rather unclear and not very forthcoming. I have had to go out of my way to find out why they were not being printed, instead of being extended the courtesy of being told why they were not acceptable.

The pieces I write are meant to amuse the reader, nothing further. They are not meant to inform, enlighten, or instruct. If people don’t appreciate my humor, and many don’t, or if they are offended by it, they don’t have to read it. My objective is to inject a chuckle into what can otherwise be a difficult day of absorbing information which can often be very cut and dried.

I have taken the time to try and read your newsletter once or twice and I think I understand why you feel my pieces are unacceptable. Your publication reads like a technical newsletter with added bits about club activities. Please try to understand many of us will be spending the rest of our lives involved in technical professions where we will be forced to read such literature in order to stay abreast with the changes occuring in the field. This is a student publication, written by students, for students; students with a wide range of interests, from a vast array of backgrounds. Your paper needs to be more than one dimensional. The students I know want to have a good laugh. Students are human and as such shouldn’t take themselves all too seriously. That goes double for editors.

It seems to me from perusing one or two issues, that someone on the staff also feels the need for humor, because there is a page entitled Elementary Humor. Perhaps the reason you don’t want to publish my work is because you don’t appreciate or understand the humor. You’re not alone. But when I look at your attempt at humor, it is totally lost on me, and I am quite sure I am not

Stu continues on Pg. 13

To the Editor:

Back in my former life as a liberal-artsie, I was told that the custom of making State of the Union addresses began during the Wilson administration—that is, 130 years after the Constitution’s ratification. I would therefore doubt that making the address itself is a constitutional duty of the President, as Ms. Keith seems to assert. I recall talk that President Reagan’s lying to Congress was an offense against the quoted clause of the Constitution, even though he regularly stood up every January to display his latest war heroes. Thus, I would agree that the address is merely a ritual.

Peter Fleszar
B.S. FEG (ERFE?) ’96
B.A. Political Science, Harpur College, ’91

Last week, a letter was submitted by a Mr. Ken Goldfarb. We neglected to print that Mr. Goldfarb is the Director of Public Relations for SUNY. We apologize for this oversight.

—ed.
Personal Safety

Your Department of Public Safety at the SUNY College of Environmental Science and Forestry would like your life to be crime free. We are working hard on your behalf to provide a safe campus. Here are some personal safety tips that you can use to help keep yourself safe.

SAFETY TIPS FOR USE ON AND OFF CAMPUS

BE AWARE OF YOUR SURROUNDINGS. This tip is listed first because it may be the most effective crime prevention practice available to you. Being aware of your surroundings means that you are observant of the people around you. You should look up when you work and when you are walking from place to place. If you observe a potential problem, then you might be able to take some action to avoid it.

TRUST YOUR INSTINCTS. Instincts are usually a result of previously learned knowledge. If you "feel" uncomfortable with a person or a situation, then remove yourself as quickly as possible.

DEVELOP GOOD HABITS. Good habits involve locking your apartment when no one is at home. It is a good habit to let your housemate know that you will be going away for the weekend. Traveling with someone you know is always a good habit. There is safety in numbers. Be aware of your surroundings. Walk confidently and briskly. Do not carry large sums of money on you. Avoid dark areas.

HAVE A PLAN. Each of us may experience trouble. We might be at home, at school, or travelling between the two places. While you are at home, talk with the other residences of you living space and develop a plan for emergencies. Have a plan for fire, for break-ins, and for medical emergencies. Familiarize yourself with the county-wide 911 emergency phone system.

KNOW WHERE TO FIND HELP. Before you have a problem, know where to find help. On campus there are blue lights that can be used in an emergency. Your ESF Public Safety Department, is open all day, every day in the basement of Bray Hall. The Syracuse University Public Safety Department is located in Sims Hall and is also open 24 hours a day, every day. One of the best things you can do if you are experiencing a problem, is to go to a location where there are other people. Other people may help you or they may call help for you. There is safety in numbers.

BE PROACTIVE TOWARD CRIME. You can make a difference. Start or join a neighborhood watch committee. Get to know a couple of neighbors. If you are on campus and see something suspicious, then call your ESF Public Safety Department at 470-6666 (24 hours a day, 7 days a week).

College Work-Study Program
Newcomb Campus

The Newcomb Campus, located in the heart of the Adirondack Mountains, is actually 15,000 acres of forest, lakes, streams, and mountains which form the Archer and Anna Huntington Wildlife Forest. Also located at this campus is the Adirondack Ecological Center which provides the organizational framework to execute a wide variety of research, instruction, and public service activities throughout the Adirondack region.

There is a wide array of opportunities available both on and off the job for Work-Study students at the Newcomb Campus. Valuable on-the-job experience can be gained in one of the following areas:

1. Forest Operations

Work-study students experience a number of different work assignments such as forest surveying, mapping, timber stand improvement, forest inventory, etc. Students have the opportunity to sharpen their basic field skills and obtain additional practice in areas that will be important for future employment. There is also opportunity to develop new skills and insight into such areas as herbicide application, trail maintenance, harvesting activities and gen-

Newcomb continues on Pg. 8
Sounding Off
With Greg Bubniak
Dire Straits Are Upon Us

Ok, here it is: my take on the Republican Primary thing. I generally have laid off of the hard-core political type of writing for this school year, but I cannot hold back on this topic. It is important to note that I am indeed a Republican die-hard as you read what it is I have written this week.

I feel a great deal of distress in watching the Republican primaries and caucuses (or caucii) play themselves out. My goal is ultimately to see President Clinton out of public office; the recent string of events do not show me much to be happy about. Three different Republican candidates have won primaries or caucii during the past week. This points to severe fragmentation in the Republican Party, which bodes poorly for the winner of this dogfight. I will briefly give a short take on the four key players that have survived the first few rounds of this bloody war.

Pat Buchanan. I have been referred to as our local Pat Buchanan. I am not totally sure where he stands on everything, but have agreed with some of his ideas in the past. His perverse ideas on how to implement foreign policy scare me, because I have always felt that the United States needs to have its hands into some aspect of international relations. Pat’s public image is far too damaged for him to seriously challenge Bill Clinton, despite his victory in New Hampshire. I deduce that any delegates he secures would be bad for the Republican Party.

Lamar Alexander. This guy is a Democrat in Republican’s clothing. I am not too psyched about the prospect of him winning the nomination, though he is probably in the worst shape of the four I am writing about. His Democrat-like tendencies would leave him quite unvotable in my eyes, as well as most who understand what it means to be Republican. I’d vote for Buchanan before this guy, even if he had a stronger shot to make a dent into the Clinton re-election bid.

Steve Forbes. I am really confused by this guy. He is a successful businessman. I have always felt that a businessman could run the country better in many respects anyway. His flat tax has many people talking, but that seems to be his entire battle cry in a nutshell. Consequently, he seems to be a one-dimensional candidate. He convinced enough people in Arizona that he is the man to win the 39 delegates that Arizona had to offer. I would probably take him over Alexander, but I am not sure what I’d do between him and Buchanan.

Bob Dole. The veteran — in more ways than one. Dole is the workhorse Republican Party stalwart. He’s been here forever! His path significantly crossed Nixon’s, for goodness’ sake. This guy is the sweetheart of every Republican governor in the country, who all have endorsed him. Why is he not kicking some butt? I’ve heard it suggested that his campaign is lacklazical like Dire Straits continues on Pg. 15

Gamma Delta Theta
News
Erin Fitzgerald

We held our first ‘screw your sister’ at Maggies last week thanks to Jen Miller. Everything went over very well and I had a great time. All the sisters were pleased with their dates except for maybe one. I had never met my date before, so it was kind of interesting. Thanks for coming Ron.

I’m so glad spring break is finally here because I have to get out of this place. Unfortunately I won’t be heading for any warm beaches or swishing down any snow covered mountains, but I hope everyone that is has a great time. I’ll be heading home for the week.

Well GDT doesn’t have anything planned until after break so keep your eyes open for events. I’m still eagerly waiting for calls from women interested in living in our house next year. There are still rooms available, so check out our ad in the Knothole and give me a call at 442-6629.

Before we leave for break I want to wish our sister Jessica Howard a happy 21st birthday. We’ll have to celebrate when we get back.

ATTENTION:

Please note that all submissions to the Knothole (except for images intending to be scanned) should be handed in on a 3.5 in. disk (preferably formatted to Macintosh) accompanied by a printout of the entry displaying the file name. Additionally, It is requested that all letters to the editor include author’s name. Thank you for your cooperation.

The Knothole Staff
The Wizard of Oz,  
Al Gore  
By Chris Diliberto

"Where is Al Gore and what curtain is he hiding behind?" are familiar questions heard anytime a discussion of politics is introduced. A look at the National Performance Review and the Joint Commission on Economic and Technological Cooperation shows he is not hiding, but rather he is just behind the scenes.

Al Gore is the wizard behind The National Performance Review (NPR), an innovative report to provide recommendation to reduce government cost and increase efficiency through improved customer relations. The NPR will modify some and eliminate other wasteful and ineffective government programs within all executive agencies. Under the direction of Vice-President Al Gore and representatives from various federal agencies, the report was started in 1993 and took six months to compile. The specific actions outlined in the report are intended to save $108 billion over a 5-year period, reduce the number of overhead positions, and improve government operations. The report was so successful that Clinton issued a mandate to continue with the NPR in what is called Phase II. A complete review and list of recommendations and legislative action inspired by the NPR, as well as its effects on the EPA, FS, and all other Interior Departments and Bureaus is available on the Internet at http://www.npr.gov. The Vice President has recently been active with the Joint Commission on Economic and Technological Cooperation, a collaboration between the United States and Soviet Union. Vice President Gore and Prime Minister Chernomyrdin have been actively investigating methods to create an open and healthy arena for trade and investment in the Soviet Union. The Commission is also looking to develop policies to guarantee a sustainable future for our economies and shared ecosystems. Gore is helping to develop solutions to the Russian problems of drinking water quality, air quality, land use and resource management, sustainable forestry and biodiversity.

A remarkable environmental initiative has come from the Commission regarding the use of national security and defense information, namely satellite photographs. In a recent press conference with the Prime Minister and the Vice President, Gore remarked on the enormous archives of images collected by both militaries, and the fact that the U.S. possesses higher quality photos of Russia than they do, and they have better photos of the U.S. than we do. The satellite imagery, as well as the Naval records of oceanic data, can be used in a whole world of environmental implications. The Commission not only has the potential to increase investment opportunity and economic expansion, but environmental quality as well. A cooperative exchange of ideas, values and technological advances may insure a cleaner and healthier environment for all.

Looking continued from Pg. 1 classmates, family and friends. Even if an employer does not have a formal internship program or has not advertised summer jobs, you should still try to obtain a position by sending a letter of inquiry and a resume.

When sending a resume and cover letter, you should always address it to the appropriate person. If you don't know who this person is, you can find out by calling the company directly. Always send a cover letter with your resume. A cover letter allows you to illustrate to the company why it would benefit them to have you as an intern or summer employee.

Even though summer is still months away, now is the time to be applying! Spring break is an excellent time to explore the opportunities that are available. Stop in the Career Services Office, 110 Bray Hall, to use the summer job/internship books and binders and have your resume and cover letter reviewed.

Jody Kessler returns to the Happy Endings Cafe

What:  
Jody Kessler, singer/songwriter

When:  
Saturday, March 2nd, 9:30pm

Where:  
Happy Endings  
317 South Clinton St.
Notes from the Graduate Student Association

Yes, Amy, there are graduate students out there!

by Jennifer Forsburg, secretary

The last GSA meeting, on Wednesday, February 21, was well attended. It felt great to see that all that envelope-stuffing paid off, and I am sure the pizza and soda didn’t hurt! It was nice to see so many of my peers in one room. Congratulations go out to Richard Boylan (GPES), Peter Rossi (F.E.), and Alexi Boado and Margaret George (EFB) for becoming department representatives. (Coordinate a faculty mixer and become a hero!) These grad students will develop professional relationships with faculty and peers while strengthening their leadership skills. There is still an opening for an FCH graduate student department representative. I would also like to recognize Dr. Guy Baldassarre, who volunteered to be the new GSA Advisor. Thank you for stepping up!

The most recent grad TG, the latest health insurance update, a network plan for ESF International graduate students, and the upcoming Shift ing Paradigms conference were some of the issues discussed at this meeting. Vice President of GSA Brett Mosier will contact U.S. Vice President Al Gore to see if he can speak at ESF for this conference. Dr. Baldassarre is also looking into an inspirational speaker from the Nature Conservancy. Selected topics for this Spring’s conference include “Environmental Leadership” and “Leading Science into the Future.” What do you think? Who would you like to see speak at ESF this Spring? It’s not too late!

Also, the GSA is now accepting nominations for officers to serve the 1996/1997 term. Be a part of the governing body for grad students at ESF! Be a leader! All positions are open for nominations, including:

- Secretary
- President
- Vice President
- Social Chair
- Treasurer

If you have any questions regarding these positions, please e-mail me at jcforsbu@mailbox.syr.edu. I will be happy to inform you of the “duties” these officers have. GSA is really what YOU make of it! All nominations can be sent to Amy Deller at asdeller@mailbox.syr.edu, or drop off names at her office, 242 Illick, by March 1.

The next GSA meeting will be on Wednesday, March 6, 1996 at 5:15 PM in 324 Bray. A copy of the last meeting (2/21) will be posted on the GSA Board. Join the GSA, and let your voice be heard! (We may even have pizza! See the GSA display in Moon Library foyer in the next week for further details.)

People for Animal Rights (PAR) celebrates the GREAT AMERICAN MEAT-OUT

On Sunday March 24, 1996, PAR will celebrate the Great American Meat-Out. Many people throughout the country, on or around this date, will observe the 11th anniversary of the Great American Meat-Out. PAR will be celebrating this event by holding a vegetarian brunch, served from 11am to 1pm at the Seventh-Day Adventist Church, 2511 W. Genesee St. (between Westvale Plaza and Fairmount Fair). The cost for this event (per plate) will be $4 Adults, $3 Sr. Citizens, $2 Children ages 6-12, free for Children 5 and under. The general public is encouraged to attend.

So join PAR for a delicious brunch that includes pancakes (without cholesterol), soy sausage (you won’t know the difference!), delicious syrup & toppings, and more. Celebrate good health for yourself, the planet, and a better life for animals.
ATTENTION:
ALUMNI MEMORIAL SCHOLARSHIP APPLICATIONS

$1,000 Awards

For Graduate Students
Since its establishment in 1925, the ESF Alumni Association has sought to highlight the accomplishments of the students at the College and to honor an outstanding student in each class via an annual Alumni Memorial Scholarship Award. The award is based not only on scholarship, but also on activities and character. THE AWARD IS AN UNRESTRICTED CHECK FOR $1,000.00 FOR GRADUATE STUDENTS.

Scholarship applications are available in the Alumni Office - 204 Bray Hall. Forms must be turned in by March 18 to the Alumni Office. The award will be made at the Annual Spring Awards Banquet on March 30.

For Undergraduates
Sophomore, Junior, and Senior class members in the top scholastic 5% of their class are eligible for the Alumni Memorial Scholarship Award and will be mailed an application. If you believe you are eligible and have not received an application, stop by the Financial Aid Office - 115 Bray. Deadline for applications is March 13. Winners will be announced at the Student Awards Banquet on March 30.

The Awards are:
Senior Class - $750
Junior Class - $750
Sophomore Class - $500

All awards are made possible by donations to the Annual Fund conducted by the ESF Alumni Association.

Weekend continued from Pg. 1

snowshoers despite those tiring last couple of miles. After all, warmth, showers, and a BIG MEAL awaited.

To include a bit of the history of the area, the Santanoni Preserve, totaling 12,500 acres, was begun in 1892 by Robert C. Pruyn [Prine], a distant relation of the founder of Finch, Pruyn and Company. Robert Pruyn was president of the National Commercial Bank and Trust Company (now Key Bank) for over 40 years. His Rutgers classmate Robert H. Robertson designed the Main Camp right on Newcomb Lake, which was constructed of massive logs cut on the premises. Other buildings include the entrance Lodge, the artist’s studio, the farm buildings, and milk house; these were constructed in the early 1900’s. The Lodge and other buildings have been owned by New York State since 1972, and were allowed to deteriorate under the Forever Wild clause of the New York State Constitution. However, since this past summer, the DEC has been working to preserve and rehabilitate this site of historic wealth with an architecture graduate student working full time and open tours during the summer months.

Back to the cabins brought some quiet time. Shameful as this may seem, some of us sneaked in some schoolwork around mobile showers, shared towels, and a quick run in to Hoss’s in Long Lake. By five thirty it was time to begin the preparations for the feast slated for seven or so. Salad, garlic bread, pasta, and sauce were put together by our talented team of cooks and assistants. The food was served, and there was great rejoicing. Cleanup was quick and efficient, and we were ready to relax after our tiring trek of the day.

After some more cards and popcorn, the crew was ready to head outside into the north woods night for some midnight football. Although the game never actually got going, we stood in the middle of the lake, upon the frozen water, feeling humbled by the grandeur of the perimeter of giant white pines, hemlocks, and northern white-cedar around us, and the massive circle of sky commanding our view. We crept up to the island by foot, approaching the cathedral of trees and rocks that spoke softly in the night breezes, fell back in the powder of the snow, and breathed deeply of the soothing air. As the hour grew late, the group fragmented into silent contemplation of the wintry world around us, and the great contrast to our everyday urban travails. One by one we slipped off to our bunks as the hour grew later.

The next morning brought the traditional pancake breakfast, a few quick snowshoe or ski trips, and cleanup. By noon everything was under control. Despite the tragic loss of one ski, the weekend went smoothly and with many regrets we packed up and headed back to Syracuse, acknowledging many unavoidable responsibilities awaiting us in the city. Until next February, may the winter spirit of the northern woods find a small space in the psyche of all those able to attend the BMC Winter Weekend 1996.
Newcomb continued from Pg. 3
eral forest management practices.

2. Research Program

Students participate in a wide variety of wildlife research activities including small mammal, songbird and deer surveys. Work-Study participants have responsibility for maintenance associated with research projects including making plot markers and up-keep of field and lab equipment. Depending on interest and skills, students have the opportunity to assist in other activities, such as computerized data analysis, report writing, preparation of bird and mammal study skins, and layout of displays and other educational materials.

Besides offering on-the-job field experience which can be valuable for future employment opportunities, the Newcomb Campus also offers numerous off-the-job recreational and educational activities. For recreation, there is almost an endless list of areas to fish, hike, swim, canoe or camp within Huntington Forest or within the six million acres of the Adirondack Park. For education, there is the opportunity to visit the Adirondack Museum, one of the finest regional museums of history and art in the US, and there is also the Huntington Forest Lecture Series on a variety of natural resource topics.

Living for a summer on the campus also provides a unique experience of sharing the comradeship of fellow workers and researchers. Housing is provided free for Work-study students and dining facilities are provided where workers will take their meals and pay a weekly rate.

To apply for employment through the need-based College Work-Study Program, students must file the Free application for Federal Student Aid (FAFSA), and the ESF Financial Aid Application. Both forms are available through the Financial Aid Office in 115 Bray Hall. Should you have questions, stop by and speak with Schaelon Davis.

The next article will highlight the St. Lawrence Campus, Tully Campus, and the Lafayette Road Experiment Station Campus.

There will be a Summer Work-Study Jobs Fair held the fourth week in March. Please take this opportunity to talk with all property representatives to obtain more information about the jobs available. There will be student workers from previous years who will share their personal experiences. Please keep that week in mind, further details about time and place will be in the next article.

KPD

Aloha,

I heard Saturday was a blast for all you attendees. If you didn’t see me and were worried, everything is okay- I was stuck in DC. Congrats to Split and Pony on a great time. Some corrections from last week. Friggen is not smoking or playing Playstation right now, Chester has phoned home, Perm wasted no money, and Pony still is not the man. Special thanks to Pony for his contributions to last week’s article, I hope you enjoyed the pain. Oh yeah, our vice president is Mike Raymo, not Taymo. Both of our two new members are doing well. Congratulations also to alumni Pat Kemney, who is getting married.

See ya,

Ricky BH

UNDERGRADUATE & GRADUATE WOMEN

AVAILABLE AUGUST-MAY

• Single furnished rooms
• Free: off-street parking
  cable w/large screen t.v.
  cleaning service
  cook, sun-thurs.

• Laundry
• Computer terminals
• Very affordable rent
• Extremely close to campus

Call Erin at 442-6629
March 6, 1996

Society for New Music, in cooperation with the Syracuse University School of Music, presents

Classics for the Third Millennium:

Charles R. Young
Eric Moe
b. 1954

The Song of the Lark, 1989 for flute & harp
On the Tip of my Tongue, 1993 for bass clarinet & synthesizer

i. Two-part contrapct
ii. Tim's Tune
iii. Double-take
iv. What the Drums Say

Jonathan Kramer
b. 1942
Mark Phillips
b. 1952
Olly Wilson

Atlanta Licks, 1984
Rain Dance, 1993
No More, 1985

for flute, clarinet, violin, viola, cello, and piano
for flute & tape
for tenor, flute, clarinet, violin, cello, piano, harp, &perc.
i. Prelude
ii. We Have No Heroes
iii. No more
iv. I Can Sit
v. Return to Us

Masterclass: Olly Wilson - 7pm, Wednesday, March 6, Crouse #406
Guest Artist: Tenor William Brown
Selma Moore, flute
John Friedrichs, clarinet/bass
Eric Moe, synthesizer
Jim Krebiel, viola
George Macero, cello
William Van Pattern, harp
Brian Kendrick, percussion

Eric Gustafson, viola
Steven Heyman, piano
Ed Murray, conductor

Parking will be available on the Quad or in the Irving Garage across from the Dome.

Syracuse Community Choir News

The Syracuse Community Choir will be resuming rehearsals on Wednesday, March 13, 7:30pm at 826 Euclid Ave (formerly ECOH). Everyone is welcome (even if you think you can’t sing!). No auditions required. Info 472-9942.

Do you love the Syracuse Community Choir? Would you like to help us out? We are holding an auction to benefit the choir on Saturday, March 23, 6pm to 8:30 (6pm viewing, auction starts at 7pm) at 826 Euclid Ave. (formerly ECOH). In addition to some practical and fun stuff to be auctioned off, we will be featuring music and singing (of course!), and refreshments. Join us! Info 472-9942.

Gideon Freudmann will be celebrating the release of his new all-instrumental CD entitled “Cellobotony” on Gadfly Records at:

Happy Endings
317 S. Clinton St. Syracuse
Friday March 8, 1996 at 9pm

For more information call (315) 475-1853.
What are people saying about the Spring Awards Banquet?

"Simply phenomenal." --Vogue

Date: March 30, 1996
Where: Hotel Syracuse
Time: Cocktails 6:00 PM
       Dinner 7:00 PM
       Dancing until 1:00 AM

In addition, the Robin Hood Oak Awards and Maple Leaf Awards will be presented.

Tickets will soon be on sale: $10 for undergrads, $20 for all other attendees.

Keep looking in the Knothole for the date of sale of the tickets.

Want to Speak at the Spring Awards Banquet?

Topic Focus: "Reflections of My ESF Experience"
Length: 4-5 minutes

Qualifications:
- Must be receiving undergraduate degree in May 1996
- Must have cumulative GPA of 2.2

Process for Selection:
- Submit a one page typed (double spaced) summary of the comments you would make at the Banquet if you were selected.

- Due March 8 in 110 Bray Hall
- Summaries will be reviewed by a committee of students and administrators. Selection will be based on: focus on topic, clarity of presentation, general content.

The screening will determine the final two or three possible speakers. An audition will follow for those selected. Auditions will take place on the week of March 11.

The speaker will be notified by March 19.
BS
by Rick Rutland

How many of you like to watch TV? Okay, put your hands down. How many of you like to watch the commercials? Do you pay attention to what they are telling you? Big business spends billions of dollars a year figuring out what we want. It's free enterprise at its finest—Find out what the people want, then give it to them. Are commercials the final product of what we want? Let's look at this a minute.

Advertising is the gooey stuff that sticks us to Corporate America. Companies give a lot of money to advertising firms to see what we want. Ad firms start by polling, surveying, and calling us in the middle of dinner. They take this information and feed it into the Black-Box of Advertising and out pops the finished product—the commercial. So if these thirty second sales pitches are the outcome, who are the people that want this crap and where do they come from?

If you really pay attention to some commercials, you'll find that we, as consumers, are not intelligent people. Companies make ridiculous claims and we buy the product. They play on our insecurity, guilt, and fear, and make sure we purchase what they're selling.

A lot of commercials use the need to be a good parent as their hook. One very popular truck company equates good parenting with their sport-utility vehicle. A father tells us that his daughter used to think fish just came from a supermarket. But because he has four-wheel drive, he can take her fishing. It seems that fishing has changed since I last went.

Another part of the same commercial has a mother stating that her kids used to just read about the world. But now that they have a truck, the kids can see the world. The funny part about this is the truck never leaves pavement. The kid could see the same stuff on his big-wheel.

There are some companies that actually tell you something about the product, but what are they really saying? We've all heard the phrase—full prescription strength without a prescription—but what does it mean? Loosely translated, it means the government doesn't think the product needs to be regulated anymore. It's not more powerful, in fact the FDA thinks just the opposite. That's loosely translated, but you get the picture.

Another selling phrase that peaks my curiosity is when a company claims that their new concentrated formula is so strong, you only need half as much. Their new formula is the old one without the extra water. It's not more powerful, it's less wet. It makes sense, less water means less packaging and lower shipping costs. I'm sure it only took a staff of twenty as few as four brain-storming/retreat weekends to come up with this idea.

I guess it wouldn't be fair for me to say that I dislike all commercials. I appreciate a funny commercial as much as the next consumer. Humor has a way of making us remember the product. Some companies realize the effectiveness of a humorous idea and run it into the ground. The staleness of these commercials keep on going, and going, and going.

Another type of commercial that I like is the informative kind. After years of searching, I've finally found out what it takes to be a mountain man. Beer! It's all about beer. I thought it had something to do with elevation, but I was wrong. That's the reason why you see all of those hikers with kegs strapped to their backs.

So what's it all about? Why should we care? Well, maybe we shouldn't, and we probably don't. Maybe commercials are just strategically placed bathroom breaks or a chance to run to the fridge. But maybe...maybe commercials are a reflection of our wants and desires. In any well designed system, there is a feedback loop. Are commercials the loop of free enterprise? Or, are they simply the stuff between scenes of "Friends"? I guess it all depends on how closely you pay attention to them. And now a word from our sponsor.

This has been brought to you by the fine folks at the Knothole—For all you do, this hole's for you. And the people at SUNY ESF—with a name like SUNY, it's got to be good.
27th Annual Creativity Contest
The Knothole is soliciting entries for its 27th Annual Creativity Contest

There will be 3 cash prizes in each of 4 categories:

Artwork
Photography
Short Story
Poetry

First place: $30
Second place: $20
Third place: $10

Send submissions to the Knothole, 22 Bray Hall via campus mail, or drop them off in person.

Complete list of rules and regulations is posted outside 22 Bray

Deadline for submissions is 3:00 pm, March 1, 1996

1. The Knothole's annual Creativity Contest is open to any ESF student, undergraduate (including the Ranger School) or graduate, excluding Knothole editors or staff members and their immediate families.

2. Judging will take place either at a series of TG's, or as works displayed in Nikkin Lounge over a two-three week period with ballots collected at a central location. Members of the Knothole staff, their advisor, immediate families, and contestants are prohibited from casting ballots. Ballots will be tallied by the Knothole staff.

3. While the Knothole has organized this contest, solicited materials, and screened entries to ensure compliance with the following criteria, it is not responsible for the content of or message portrayed in work shown.

4. Entries must clearly indicated the category in which it is to be considered: short story, poetry, artwork, or photography.

5. Short stories and poetry MUST BE ON DISK FORMATTED FOR MACINTOSH. Name, phone number, class and curricula must be clearly marked on the disk.

6. Short stories may be no longer than 3 pages.

7. Photographs must be 8 x 10, black and white.

Entries may not contain name of photographer. Rather, a second copy or description of piece containing name, phone number, class and curricula should be included separately to permit anonymity in judging. No electronically altered photographs will be accepted.

8. All other Artwork must be black and white, 8 1/2 x 11 or smaller. Title and description of piece containing name, phone number, class and curricula of artist should be included separately.

9. All work must be suitable for inclusion in a news oriented publication. That is, in the event of libel, profanity, nudity, racism, sexism, other -isms, or -isms, the decision to further include the entry in the contest will be determined by the Knothole staff in consultation with the Knothole advisor.

10. Prizes will be awarded as follows:
   a. Three prizes will be awarded in each of the four categories, (First, Second, and Third place).
   b. In the event of a tie, monies for that category will be reapportioned to split the two prizes. For instance, rather that $30 for 1st, $20 for 2nd, $10 for 3rd, money will be distributed as $25 each for 1st place tie and $10 for 2nd place, or $30 for 1st place and $15 each for second place.
   c. In the event that not all prizes are awarded, these monies will be reapportioned to other winners, or to cover additional ties within categories.

11. The pre-determined and published deadline (3PM Friday, March. 1) will be strictly enforced.

12. Entries become property of the Knothole Publication, and will be offered to The Empire Forester Yearbook for inclusion in that publication if they see fit to use them.

13. These rules will be published within the first 3-4 weeks of the fall semester, and will be available at the Knothole office thereafter, until prizes are awarded.

14. Concerns about these rules and regulations should be addressed to the Editor-in-chief(s), Contest Manager, and Advisor (Mr. Patrick Lawler), for discussions and reconciliation of said concerns.

15. By entering this contest, entrants agree to these rules and regulations and agree to abide by the judges decisions.

16. Award Certificates and checks will be presented at the Spring Awards Banquet and/or will be published in the Knothole prior to the last day of the semester, such that award materials may be picked up at the Knothole office unless other arrangements are made between the entrants and staff.
alone. You are but a few people trying to make decisions for many. It sounds an awful lot like grownups trying to censure what their children read. While I have no problem with that, you are not grownups and we are not your children. We are capable of deciding what we want to read and what we don’t. At my last school, where I was managing editor of newspaper, our policy was to print anything submitted by students or faculty as long as it wasn’t vulgar or intentionally inflammatory.

As I have said before, my writings are meant only to amuse. I realize not everyone will be amused and possibly not very many, but if I can make at least a few people smile I’ve accomplished something. I know I have done that much with my articles, since I have stood with at least one of your editors and watched as she chuckled a few times while reading one of the articles you refused to print. If statistics class has shown me anything, it’s that a percentage of a small group is indicative of a similar percentage of the population in general. If she thought it was funny, someone else is bound to, also.

Take my word for it, you are too young and inexperienced to be trying to decide what is funny and what is not; what is right for other people to read and what they should not.

Stewart Bernstein

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**Casual Dining for the Economically Challenged Contest**

Have you ever eaten somewhere near ESF/SU and wanted to tell everyone how great the food was? Better yet, was it economical to eat there? Well, here’s your chance to let us know about it.

Pick your favorite eatery in walking distance of ESF/SU area that is fit for the economically disabled, and the Knothole staff will eat dinner there and rate it against all the other eateries suggested by other students. We would also ask that you tell us what particular menu item you like the best, and we’ll try it. The winner will have lunch on the Knothole at the end of the semester.

All you need to do is fill out the entry form below and turn it in to the Knothole student organization mailbox (basement of Bray) or in the folder near 22 Bray.

---

Name: ___________________________ Major: ___________________________

Phone: __________________________ Class (please circle): 1 2 3 4 5 Grad

Name of Eatery (One per entry, please): __________________________

Location: __________________________

Menu Item (please include approximate price): __________________________

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H.K. Chinese Takeout
By Karen Andrews -- Knothole Staff

Due to a lack of suggestion submissions the staff selected a restaurant of our choice which was outside walking distance range: H.K. Chinese Takeout (1640 Erie Blvd. East).

Rating: Category (max pts)       Total pts.       Percentage
Atmosphere(10)                   30/60             =50%
  Comments: More a take-out than an eat-in, kinda dead, kinda greasy, not too quaint
Price(20)                        111/120           =93%
  Comments: Fairly cheap, some good combo deals
Portion(20)                      116/120           =97%
  Comments: Leftovers aplenty!
Service(20)                      96/120            =80%
  Comments: A little slow
Quality(30)                      128/180           =71%
  Comments: Passable
Bonus Pts.(5)                    1/30
Bonus awarded for: having an extensive menu selection

Additional Comments:
"Too many onions in the Beef Curry; it was supposed to be hot&spicy...it wasn’t.”
"What can I say?"
"If you dine-in, be sure to request fortune cookies."
Our fortunes: (Not too far from the mark for the most part.)
  Greg - “You are cautious in showing your true self to others.”
  Andrea - “A diversity of friends is a credit to your flexible nature.”
  Leah - “Your determination will bring you much success.”
  Me - “Adventure can be real happiness.”
  Eric - “A smile is your personal welcome mat.”
  Laura - “Opportunities surround you if you know where to look.”

For the week of February 26th, H.K. Takeout received a 77%

Dire Straits continued from Pg. 4
Bush’s 1992 Presidential bid was. He has a lot against him — his age, his general camera disposition, his quabbling with my man Newt Gingrich.....those are the high points. I have referred to him as the “Legionnaire of Doom.” I am aware that his heart rate and blood pressure are better than Clinton’s, due to his exercise regimen. If not, how could he handle the physical strain of the campaign trail? As much as he sometimes turns me off, he is still the strongest candidate the Republicans have, and their only hope (in my view) to beat Clinton in 1996. Though he may sometimes get a bad rap, his policies seem in line with mine for the most part. I’d have to give my nod to Bob Dole over any other in this field.

The fragmentation in the Republican Candidates’ field is distressing. I was so looking forward to seeing Clinton leave office soon after I graduate in December. It looks like it won’t happen, but I will leave a bit of advice to any Republican reading this piece: vote Dole this week in the New York Primary. It’s the only shot we have.
In The Near Future...

Wednesday, March 6

Planning and Developing Conference Poster Sessions by Charles Maynard, Robert Meyer and Jeri Lynn Smith Noon, Moon Conference Room

Thursday, March 7

Recycling Club Meeting 5:30pm, 241 Illick

A Community of Teaching and Learning: A Faculty/Student Dialogue Noon-1pm, Moon Conference Room

“Signal Transduction and Cell Polarity During the Yeast Mating Reaction” - Dr. Peter Pryciak, Univ. of Washington Noon (refreshments at 11:30am), Lundgren Room 304C Lyman Hall

Tuesday, March 12

Student Environmental Action Coalition Meeting (SEAC) 6:00pm, Nifkin Lounge

Wednesday, March 13

“Farming and Environmental Concerns: Are They At Odds?” A Talk on Organic Farming by Klaas and Mary-Howell Martens Jr. 7pm, 5 Illick

Undergraduate Student Association Elections

USA

March 5 through 7 in the main foyer of Marshall Hall. Excercise your right to vote!