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American leaders travel
Biden’s symbolic visit to Iraq

Vice President Joe Biden returned to Iraq on Aug. 30 to mark the end of the combat operations and to pressure top Iraqi officials in Iraq to solve the complex issues that determine the formation of the new government. Underachieving the nation’s political shift, Biden lobbid Iraqi officials such as Prime Minister Nouri al-Maliki for the political deadlock and for the new government. Biden’s last signals Operation New Dawn which takes effect Sept. marking the beginning of the end of U.S. military involvement in Iraq.

N. Korea releases American to Jimmy Carter
Former President Jimmy Carter successfully returned from North Korea with a former American captive on Aug. 27.
Aijalon Gomez was arrested in Pyongyang because of unfaithful entry into the consulate, according to the North Korean government.
The agreement released Gomez but only to Carter, the most recent president to speak out against sanctions to the Communist state.

Correction
The Logos mistakenly ran a photograph of the late Michael Gres in the Back-to-School edition with a story about the 2010-11 resident assistants. Gres is a former resident assistant but should not have been pictured. The Logos regrets the error and apologizes.
Hispanic Marketing Institute opens door to opportunities

By Barbara Torres

Hispanic Marketing Institute opens door to opportunities

Hispanic Marketing Institute opens door to opportunities

The Hispanic Marketing Institute is opening its doors this fall at the University of the Incarnate Word, marking an expansion of growing programs on the direction of Dr. Alberto Rubio-Sanchez.

Rubio-Sanchez and his wife moved here from Rhode Island. "Both of them when they come to San Antonio we are Mexican and we wanted to be closer to Mexico so we came to San Antonio," he said. "They were hiring for both marketing and financial professors. That's how we got here."

The marketing institute at the H-E-B Schools of Business and Administration is an idea that has been on UIW's wish list for a long time. This expansion into the Hispanic market and the launching of the Hispanic marketing concentration will help students be prepared to be multicultural, he said.

"Even when I was applying for the job they mentioned that this was a project that they had," Rubio-Sanchez said. "The institute's mission is to educate students about the Hispanic culture and Hispanic marketing. Besides the new concentration, the staff also will do research in the Hispanic backgrounds trying to expand what they know about Hispanic culture. This is extremely important, especially here in San Antonio that is known as the 'Madison Avenue of Hispanic culture.'"

Rubio-Sanchez said that the Hispanic marketing happens here so that is one of the reasons we started and we want to continue the tradition and expand our know ledge of Hispanic marketing.

"You don't have to know Spanish or have a Spanish language focus for the major because language is not a requirement."

"Language is only a small part of our culture," Rubio-Sanchez said. "There is so much more we need to know. You can speak Spanish but not understand the culture. In America, it is known that Hispanics prefer to speak English but they start to lose that through the generations. Speaking Spanish may not be an advantage for second- or third-generation Hispanics. So someone who has a business that wants to tailor to that generation, Spanish may not be the way to go."

"Language is a very touchy subject for every culture because some people may get offended if you assume they speak Spanish and others may get offended if you don't know Spanish. So what language should be spoken? These types of questions is what they want to address and study in their courses."

Besides Rubio-Sanchez, two other Hispanic faculty members - Dr. Esmodula de los Santos and Luis Torres - are on the institute. Each has a different research interest. Latin women is a key interest for de los Santos as she explores how they can improve their life here in the United States. Rubio-Sanchez is focused on consumer behavior: how do Mexican-Americans react differently to Anglo consumers. Also in sales, how does one sell differently to a Mexican, a Nicaraguan and an American? Lastly, Torres is concentrating on Hispanic advertising. Each project has a different focus, but all the information gathered can be used in each classroom.

The main focus is to stay up to date. They will also be attending conferences so they are informed of what is happening right now. They can add to the study of knowledge of Hispanic marketing. The Hispanic Institute's board is hands-on in this mission. It consists of professionals.

Emet Brokley from San Antonio-based Bromley Communications, the No. 1 advertising agency offering communications services targeting the Hispanic population in the United States, Amparo Lozano, promotion manager and director of the Center for Hispanic Marketing and Communications, and Terry Bates, senior coordinating director of Hispanic practice at BBDO. "They are very active in helping us and it was their idea to start," Rubio-Sanchez said. "They told us. We had to teach these kids because once they get out of college they can work for us so we can use their knowledge."

"We have all these agencies on board that committed to us in their internships. So they promised the department money that will go directly to students. Every student in the program when they are juniors and seniors will get $2,000 a semester as a scholarship. We will send them to conferences in Miami like the Hispanic Marketing & Communications Association conference. Last year Emet Brokley sent. Next year we're hoping students could join her. We will pay for part of those expenses. You're getting a lot of 'real world' experience just in the classroom now real-world experience with this program."
'Constitution Day' speaker to talk race

A political science professor and an award-winning author will speak about the impact of race at 2 p.m., Friday, Sept. 17, for the University of the Incarnate Word's annual observance of Constitution Day.

"Shhh! Something We Don't Talk About in the Constitution," Dr. Joseph Stewart Jr. is the subject for the event in J.E. and L.E. Mabee Library Auditorium. Stewart's appearance is sponsored by the Department of Political Science and the Center for Civic Engagement.


This year's Constitution Day speaker will speak about the impact of race at 2 p.m., Friday, Sept. 17, for the University of the Incarnate Word.


Hispanic Heritage Month events set

At least two student organizations have planned indoor and outdoor events to celebrate Hispanic Heritage Month at the University of the Incarnate Word.

Food, fun and games will be featured at the first Carson Bash at 4 p.m., Thursday, Sept. 2, on Dubuis Lawn, according to the sponsoring Campus Activities Board.

At and 7 p.m., Thursday, Sept. 15, the Office of Residence Life is holding its annual "Chips & Salsa" in Marian Hall Ballroom.

The traditional event started in 2001 when a former resident assistant, Cecilia Brantig, and co-helper Liz Cruz Valero planned a community event to get the residents out of their rooms during the month of September.

"It's a great goal to celebrate Hispanic Heritage Month, Valero said. 'And it was a true success,' she added. 'Ever since then the tradition of Chips & Salsa has grown, each year with something new added. The resident as-
sistants of the residence halls plan and promote this event a month in advance to help get all of our U.I.W. students excited about learning and being a part of Hispanic Heritage Month through learning how to dance with a Latin rhythm, eating Hispanic foods/desserts and enjoying a good time with friends.'

SGA launches senate races

Campus posters began going up for candi-
dates seeking to become freshmen, sophomore, junior or senior class sena-
tors for the Student Government Association.

Candidates for non-class senators represent ing international student, at-large, commuter and resident students won't begin until 7 a.m. Mon-
day, Sept. 13.

Elections for class sena-
tors will be conducted in Blackboard from noon Sept. 7 until noon Sept. 10.

Non-class senators will be elected through the same process beginning at noon Sept. 7 until noon Sept. 14.

The winners will be announced at the noon meeting of the General Assembly on Sept. 29.

The losers will be able to atten
t (General Assembly), help with events and send e-mails about events, along with the plethora of subjects that SGA covers.

SGA President Stephen Lucke, 'The committee is open to any stu-
dent,' Lucke said. 'All they have to do is join the SGA group on OrgSync.com. We are doing this to incorpo rate more students into SGA. I can relay an SGA committed member to a member of the Bicycle Club, Pre-Pharm Club, etc. They will tell them what voting rights are, but will be kept in the loop about what is going on around campus.'
Ramadan is known as the “month of blessing” marked by prayer, fasting and charity. Muslims are called upon to use this month to recalculate their lives in light of Islamic guidance. Each person is required to make peace with those who have wronged them, strengthen the ties with family and friends and do away with bad habits, essentially to clean up their lives, thoughts and feelings. The Arabic word for “fasting” (sawm) literally means “to refrain,” and it means not only refraining from food and drink, but from evil actions, thoughts and words.

Muslims practice fasting for the entire month of Ramadan. This means they may eat or drink nothing, including water, while the sun shines. Fasting is one of the Five Pillars (duties) of Islam. As with other Islamic duties, all able Muslims are required to make peace with those who have wronged them, strengthen the ties with family and friends, and do away with bad habits, essentially to clean up their lives, thoughts and feelings. As with other Islamic duties, all able Muslims are required to make peace with those who have wronged them, strengthen the ties with family and friends, and do away with bad habits, essentially to clean up their lives, thoughts and feelings. Muslims believe that during the month of Ramadan, Allah revealed the first verses of the Qur’ān, the holy book of Islam, to the Prophet Mohammed. At many mosques during Ramadan, about one third of the Qur’ān is recited each night in prayers known as “tarawih.” In this way, by the end of the month the complete scripture will have been recited. 

Ramadan is the ninth month of the Islamic calendar. Islam uses a lunar calendar (each month begins with the sighting of the new moon). Because the lunar year is about 11 days shorter than the solar calendar that is used in the West, Islamic holidays “move” each year in relation to the Western calendar. For this reason that the exact date of the Islamic holidays cannot be confirmed until the new moon is seen.

Student to speak for Iftar dinner

Jessica Motawea, a vision science major, will speak at the second annual Ramadan Iftar — translated “special dinner” — at 7 p.m. Friday, Sept. 3, in Marian Hall Ballroom.

A limited number of her book will be available for sale, said Sister Alice Holden, spiritual director of the sponsoring organization, SPARKS "Spiritual Practices and the Arts Reclaiming Knowledge of the Soul." SPARKS is housed at the Denman Estate, future home of the UIW Retreat and Conference Center.

Faculty, student pairings set for ‘Meet the Mission’

At least 25 faculty-student teams involving mostly 200 freshmen and those who will be involved in the fifth annual “Meet the Mission” set Sept. 17, the coordinator said. The “university-wide day of community service” is modeled after the Days of St. Vincent program at DePaul University in Chicago, said Dr. Harold Rodinsky, a psychology professor who graduated from them.

The foundation of the success for this event comes from faculty-student collaboration,” Rodinsky said. Faculty, primarily white each freshman classes, mentor teams of students from their classes. Those teams are then assigned to an agency in the city and after a short gathering at Marian Hall at 7:30 a.m., traveled by bus to the sites. At the sites teams will be given service, food and needed by their agencies. The teams will return to campus noon after four hours of service — and share a meal and reflection period about their experiences. This year we expect to serve 25 agencies in the city with 50 faculty-student teams for an overall participation of around 200 UIW community members.”
How-to guide for recycling on campus, getting green at home

With the immense damage the BP oil spill has recently caused and other contributing factors to the deteriorating physical condition of our planet, it’s no wonder so many are taking action to help preserve the place where we live.

All around the country, people are discovering new ways to live more environmentally friendly, by using natural cleaning products, wearing clothing made of organic materials, recycling more, and the like.

The University of the Incarnate Word is no exception to this growing number of concerned citizens. Faculty, staff and students are in constant search of new ways to lower their impact on the environment. Approaching its third year of establishment, the University Planning Commission, a primary Sustainability Committee have been met every other month to discuss the campus, its current recycling program, as well as plans and new methods of going green.

The commission continues to track the recycling activity at UIW, with the support company Greenstar, said 4.54 tons of paper, 0.18 tons of plastic, and 0.3 tons of aluminum were collected around campus.

“With the biggest challenge with recycling cardboard,” Dr. Bob Connelly, chair of Campus Sustainability, said, “And over the summer, a recycling event called ‘Adopt a Bin’ took place.”

Greenstar, said the Blue Bins are emptied into larger Green Bins, located outside of campus buildings and then picked up to be sorted by the logo of the organization that adopted it. 

Food manufacturing company Sodexo also has become involved with the eco-friendly activities and will be selling reusable coffee mugs in the cafeteria to cut down on the use of disposable cups. Sodexo was looking for an alternative material to place in the current Styrofoam to-go containers.

The University of the Incarnate Word offers a recycling event called “Adopt a Bin”.

For Americans to conserve water and reduce the amount of water human waste in the world in the most environmentally friendly ways, one should get a composting toilet. This device uses absolutely no water and over times humankind in search of nonfood producing plants. Although toilets use the most water out of all parts of the bathroom, mini- using a simple, for Americans could also consider consumer uses the highest percentage of water in the bathroom, in summing up nearly 45 percent of a household’s water use. Most show- ers account for approximately 20 percent of water in a minute, but simply by installing a new showerhead with low flow rate, the flow rate decreases to 2.5 gallons a minute or less. Faucet aerators reduce water use even more. When combined with a low flow showerhead, faucet aerators add air to the water spray to reduce the flow of water to less than one gallon a minute, which can save the average household about 75,000 gallons of water a year. Along with these alterations, simple things such as turning off the shower while brushing teeth, installation of_inexpensive devices and a slight change in habits can conserve billions of gallons of water.

The main uses for water in both the kitchen and the laundry room is for washing clothes and dishes are both very necessary for cleanliness and health, there are ways to complete these tasks more efficiently. While washing dishes the dishes involve a lot of water, whether washing dishes by hand or in the dishwasher. Efficiency of these different methods depends on the techniques used to wash dishes by hand and how full the dishwasher is loaded. A dishwasher uses about 1.25 gallons a load, but washing dishes by hand can take up to 10 gallons of water. When washing dishes by hand, Americans should use as little water as possible throughout the process to conserve water. For Americans who have a lunch schedule, the dis- washer involves less time, and running it only when full uses less water. Reducing water use when washing dishes does not require special equipment at all. Simply changing a couple small things about how dishes get cleaned can make a huge difference.

The average American household washes about 50 pounds of laundry a week. That adds up to a lot of water. Selecting a shorter wash cycle, select- ing the proper water level, and washing only full loads reduces the amount of water used when doing laun- dry. Clothes take only 10 min- utes of wash time to become completely clean. To get the most efficiency from a washing machine, Americans should wash only full loads, but when washing medium or small loads, selecting the appropriate water level can conserve water as well. When buying a new washing machine, Americans should consider an energy-efficient, front-loading machine rather than a top-loading one. Front- loading machines use percent less water than top-loading machines because top-loading machines need to constantly replenish water in the tub. Making changes to throw dirty clothes full and investing in an energy-efficient washer will help Americans to conserve a lot of water even in the laundry room.

Most, if not all of the options presented for reducing water consumption does not require much effort or money. In fact, a lot of these options actually save Americans money. In or- der to conserve water, Americans simply need to have an awareness of how much water they consume and make smart choices concerning water usage. Most Americans take water for granted since it seems to just keep flowing, and do not realize the value of this precious and lifesustaining resource. In actuality, the way Americans con- sume water greatly decreases the amount of fresh, clean water available in the world.

E-mail Solcher at solcher@student.uiwtx. edu

Biology: Biota 100A, Lab 1, and College Algebra 2: Debra A. Meisar, 100A Instr. 

Find out what you can do to get involved with improving the campus and community through UIW’s Sustainability Committee.

www.uiw.edu/greenuiw.
Finding your voice in a core mandatory class

By Rachel Cywinski

Cover Photo: Hector Flores

August 2010 www.uis.edu/logos

The Logos is the official university newspaper of the University of the Incarnate Word and is published biweekly by the University of the Incarnate Word. The Logos is edited by students and supervised by The Logos staff and the Logos adviser. The Logos is a student publication and expresses the opinions of its contributors. The Logos does not necessarily reflect the views of the university administration, its staff or administration. Its adviser may be reached at The Logos or via e-mail at adowning@uiwtx.edu.

Editor: April Lynn Downing
Associate Editor: Torrey Velazco
Cartoonist: Logan Rager
Adviser: Michael Mercer

For the first time participating in a community service event such as this, I had done numerous community service hours such as scorekeeping at CYO games and helping with parish events. I enjoyed community service, and I encourage all to participate in a community service act such as this one.

By Gabriela Bosquez

LOGOS STAFF WRITER

The excellent junior law partner that Hermansedova hired had been paying for the food. “I still can’t catch the earth moves, and with its connection to the sun the earth moves to form mas-

Finding your voice in a core mandatory class

OPINION

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More than 1,140 students reside on the University of the Incarnate Word campus this fall with some living in a hotel off campus due to overcrowding (see story on Page 1). Freshmen started the first wave of move-ins on Thursday, Aug. 19, with returning students making up the bulk of those moving in Friday, Aug. 20, and other days before classes started Aug. 23.

There are those who believe bigger is always better. At Nix Health, we have a slightly different perspective. Instead of joining the race to see who can construct the most buildings, we prefer to concentrate on building a structure that promotes excellence. Nix Alamo Heights focuses on offering primary care physicians, specialists, imaging and lab services, as well as outpatient therapy right in your own neighborhood. Try us. You’ll discover the difference is easy to spot.

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Opening night for the University of the Incarnate Word Cardinals didn’t end at home as last season’s kickoff as the Cardinals fell 28-20 to the Langston (Okla.) University Lions.

The Cardinals started off aggressive, scoring on their second drive down the field on a run from senior quarterback Thomas Specia. The impressive start for UIW was well-received by the 3,762 fans that packed Benson Stadium, including its namesake New Orleans Saints owners Gayle and Tom Benson.

The Lions, however, countered in the second quarter as quarterback Darrion Lewis connected with Carlos Ross on a 34-yard pass for a touchdown. On the following Langston possession, Lewis once again used his accurate arm to connect on a 50-yard pass to receiver Ron Celestine to give the Lions a 14-7 edge going into halftime.

Starting the third quarter was much of the same as the Lions scored once again on a Ricky

Cardinals lose home opener

By Marc Trevino
LOGOS STAFF WRITER

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Starting the third quarter was much of the same as the Lions scored once again on a Ricky
Running it, we knew every time they were passing it, we knew every time they said, “Everything they ran we were call-off execution after a well-coached game. The same thing.”

In the first half, it would be the touchdown. If we would have tackled in the second half. That’s like scoring one sive part they only scored one touchdown.

Santiago also commented on the lack of execution after a well-coached game.

“We knew everything they ran,” he said. “They were just running the same plays. It’s like scoring one touchdown. If we would have tackled in the first half, it would be the same thing.”

McClain also commented on the lack of execution after a well-coached game.

“It hurts,” McClain said. “You never want to lose the first game. On the defensive end, they only scored one touchdown in the second half. That’s like scoring one touchdown. If we would have tackled in the first half, it would be the same thing.”

Cardinals defensive lineman Diego McClain took this loss personally.

“It hurts,” McClain said. “You never want to lose the first game. On the defensive end, they only scored one touchdown in the second half. That’s like scoring one touchdown. If we would have tackled in the first half, it would be the same thing.”

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“We knew everything they ran, we knew they were running the same plays. It’s like scoring one touchdown. If we would have tackled in the first half, it would be the same thing.”

“Everything they ran, we were calling it. We knew every time they were passing, we knew they would kick off a touchdown. We knew we would run, we knew every time they would run a touchdown, we knew every time they would call a draw. So we lost it. We lost it ourselves.”

Although, this was a crushing defeat it is always encouraging to see the players take responsibility for their lack of play. I know Coach Santiago had high expectations for this opening game against a very talented Langston Lion team. However, the Cardinals must find away to improve their passing woes. Specia looked very uncomfortable throwing the run. Not know for his athleticism on the field, the offensive line must give their quarterback enough time to find his receivers while he is in the pocket.

There were some encouraging things, as well as the realization this is still a young Cardinal football program. The absence of a deep threat was noticeable, although Jacob Love made a beautiful acrobatic one-handed grab over a Lion defender late in the game. A balanced offensive attack is a must if the Cardinals hopes to improve on their 5-5 record from a year ago. They will have a bye then travel to Durant, OK to face-off against SE Oklahoma State in week 3. There’s still potential for this fledgling Cardinal offensive to excel in all facets of the game. Hopefully the core players will remain healthy and some one steps up as a leader and go -to- guy for Thomas Specia.

E-mail Whithurst at whitehurst@stu
dent.unsw.edu
A 2004 University of the Incarnate Word graduate who’s earned a Ph.D. in clinical psychology will be the keynote speaker at the South Texas McNair Scholars Research Conference on campus Saturday, Oct. 2.

Dr. Ann Marie Hernandez, Donald Asher McNair Scholar at UIW, will participate in the conference which begins at 8 a.m. in Marian Hall Ballroom.

Research presentations will follow in Bosilla Science Hall with students’ summer research projects from UIW, St. Mary’s University, Texas A&M University- Corpus Christi, Trinity University, University of Texas-Austin and University of Texas-San Antonio.

San Antonio. UIW scholars who will participate in the conference include: Elyse AlMAN, communication arts; Sondra AlHarazoo, music; Cherytal Alexander, economics; Briana Alvarado, psychology; Lauren Barnell, biology; Dalia Bishop, philosophy; Samantha Roetem, biology; Christine Clark, engineering management; Clyde Compton, theater; Anna Evans, psychology; Carmen Guera, psychology; Veronica Gonzalez, English; Christina Hall, psychology; Jan Liu, business; Shayanna Markosky, psychology; Angelica Martinez, business; Anna Myrick, political science; Rosario Plascencia, economics; Ann-Maree Quintanilla, music; Sarah Salazar, biology; and Kellynn Villamor, biochemistry.

For more information, call Dr. Roberta Leichnitz, program director, at (210) 829-3929 or e-mail her at leichnitz@uiwtx.edu. Anyone who would like to attend the lunch and keynote event must register for the conference, however.

Research presentations are open to the public.

**Student leaders hold preschool conference**

By Rachel Cywinski

LOGOS Staff Writer

Student organization members kicked off the 2010-2011 school year together in McCombs Rosenberg Sky Room Tuesday, Aug. 17, with a Student Leader Conference.

Formerly just a retreat for new Student Government Association officers, the event was open to every student organization to send two to four to learn more about the university mission, complete risk management training, learn how to be inclusive and grow student organizations.

At one point during the conference, SGA President Stephen Lucke guided student organization members through an icebreaker activity.

At the lighting program, crowds usually follow a mariachi band to Central Plaza where the tree is placed in the pond.

The lights must be checked or replaced by students to “join us for the 2010 Light the Way workdays and help us prepare for one of the most anticipated events of the holiday season.”

To volunteer or get more information, call the Office of Public Relations at (210) 829-6001 or e-mail Campos at crystal.campos@uiw.edu.
Several hundred students attended, along with faculty, family, staff and friends, worshiped Sunday, Aug. 29, at the traditional Mass of the Holy Spirit at the Chapel of the Incarnate Word. As one church, they gathered in thanksgiving for the blessings of the past year and to ask for inspiration, guidance and the presence of God’s Spirit throughout the 2010-2011 academic year at the University of the Incarnate Word, Incarnate Word High School and St. Anthony’s High School – part of the Brainpower Connection. Every seat inside the church was filled and many people stood in the back to take place in this Mass, a long tradition in the Catholic Church. With a welcome from Beth Villarreal, director of University Mission and Ministry, campus minister, the Mass began. Students and children processed in with the Rev. Tom Dymowski, campus chaplain, as the congregation sang and lifted their voices.

The readings for this particular Mass had to deal with the last being first and the first being last. In Dymowski’s homily he preached on the parable told by Jesus in the Gospel of Luke. He spoke about how Christ was the greatest teacher that ever lived and how the university and its mission are based on the gospel and the readings.

He also spoke about Mother Teresa and how she said “Christ in our hearts, Christ in the poor that we meet, Christ in the smile that we give and the smile that we receive.” He also went on to quote her by saying, “You must come to know the poor, maybe our people here have material things, everything, but I think that if we all look into our own homes, how difficult we find it sometimes to smile at each other, and that the smile is the beginning of love.”

Smiling and showing that love is the beginning of teaching love between one another, he stressed.

Teachers have a responsibility to teach the students, but students as well have the responsibility of teaching one another about wisdom and spreading the word and love of Christ with each other and those they come in contact with, he said.

The Gospel also calls for people to be humble and live out that humility and follow in the footsteps of Christ, he continued. It is only natural in our human nature to desire to come out on top and be the best as no one likes being last. But Christ calls the believers to live out a humble life every day, emphasizing true humility is not feeling bad about yourself, or having a low opinion of yourself, but rather it’s truth in self-understanding and in action, Dymowski pointed out.

Citing Psalm 139:1-4, he said, “He is seeing you the way God sees us.”

Mass of the Holy Spirit puts spiritual spin on new school year

By Crawford Higgins
LOGOS STAFF WRITER

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Students got a taste of paradise Saturday, Aug. 21, at the annual Student Government Association Luau, a traditional event for Welcome Week.

Commuters, residents, freshmen and upperclassmen, staff and faculty attended the event which included such features as water pong where winners got a goldfish if they hit the spot in a red cup, as well as a slip-and-slide, volleyball, a DJ from KUIW, a water balloon fight and free food.

"The water balloon fight was my favorite," freshman Gabby Bosquez said. "Everyone had fun and I wish I would've taken part in it."

"(The luau) was pretty cool but my favorite part was being able to meet new people and make new friends," freshman Amber Moczygemba said.

Sophomore Andrew Dang attended last year's luau as a freshman but came back for more.

"I think it's a lot better than last year," Dang said. "There are a lot more activities. I loved all the free food, the volleyball game and the girls, so overall for me it was a great success."

By Italie Chavez

LOGOS STAFF WRITER

The annual Student Government Association Luau on Dubuis Lawn brought out people in comfortable clothing to participate in games and dance while enjoying a variety of food. Italie Chavez and Chris Esquivel pose for photos.

Being a girl myself, I know some of my very favorite things are pigging out and being in my pajamas. The only way I can think of that would make that situation any better is to do it with friends! Clearly the sorority life here at UIW read my mind, and hosted the first-ever, all girl "Pajama Jam" in Marian Hall Ballroom on Friday, Aug. 20.

Although we did not know each other at first, icebreakers in small groups opened everyone up for conversations, and by the time the pizza was gone, we were talking and laughing like we'd known each other for years.

Next on the agenda was a special guest speaker. Dr. Zereana "Dr. Z" Jess-Huff made a very personal confession for the first time to an audience. Along with her story, she spoke of the importance of wellness and sisterhood—two things Dr. Z stated a girl can't live without, especially during those rough times. Every girl needs to be able to get up in the morning and feel good about living, and every girl needs at least one best friend to keep her going and to know she is wanted and loved.

Wellness can be defined as the quality or state of being healthy in body and mind, especially as the result of deliberate effort. In laymen's terms, wellness is looking and feeling healthy, and the Greeks at UIW believe sisterhood is the means to achieving both while making lifelong friends.

Sisterhood can be attained in different ways. I speak for myself and most girls when I state I have at least one person I can go to anytime, and talk about anything and not have to worry about being judged or being put down or feeling bad. I shouldn't have to second guess my morals in the first place. Without that very best friend of mine, I honestly would have exploded by now with all the thoughts and feelings I would have kept bottled up.

Dr. Z stated that just simply having someone there, having motivators and a person or people to push you forward is essential to total wellness. And through pizza and pajamas, soda and laughter, the attendants of UIW's first Pajama Jam—a Welcome Week event—received a taste of the ultimate goal of sorority life: sisterhood.

E-mail Juarez at domjuarez2010@gmail.com

DOMINIQUE JUAREZ/LOGOS STAFF

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Legend of the 13th Floor

What is the 13th floor and why is it so fearsome? The 13th floor is actually one of the original freight elevator, basement relic. Designated as the “warmup,” the eerie precursor to what lies ahead is the basement. “Unearthed” takes place when you enter the basement. “Uncertain” takes guests on a ghostly tour of the dark, oppressive 10,000-square-foot basement with its low 7-foot ceilings, old brick columns, and broken cinder block walls. The dark, eerie entrance goes on for a fresh new foot tunnel that leads guests through a 50-foot spooky mine filled with skeletal remains lay in everyone’s mind. The darkness transports people in and out of 500 feet of hallways and through rooms before ushering them out of the open window where the crane crowed over an “empty pit” illusion. Once clear of the pit, it’s on to the Crypt Room with its gothic style above-ground tombs, zombies and mummies. The smell of pine takes guests well to the woods and then it’s survival of the fittest in a room where the walls close in.

Another feature is a 25-foot “living” hallway that Stafford says is unlike anything ever seen in a haunted house. The hall actually appears to shift and move as guests struggle to get to the hotel kitchen where a close encounter with the butcher awaits.

Through it all, lighting and sound technicians use colors, intensity, direction and misdirection of light and sound to create an audiovisual symphony that deceives the customer’s focus, setting them up for intense shrieks and screams.

“When you pay attention to the sadness you add a whole other dimension to the experience,” Stafford said. “If we can get you out of your comfort zone and keep you on edge, then it is a success.”

It is not your black lights-and-daylight show. The 13th Floor isn’t really missing, but hidden because of covert or sinister activities taking place there. In some countries (including the United States), the 13th floor is considered to be unlucky. Why is that? What could have occurred is history to create the stigma?

A multitude of stories have been told about the 13th floor – some documented, others more than one an attraction as it is a happening on the 13th floor – some documented, others more than one – its path. Lights burst up in order to create a great atmosphere that goes way beyond the senses you add a whole other dimension to the experience, “If we can get you out of your comfort zone and keep you on edge, then it is a success.”

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Technology, globalization feed each other

In my last article I mentioned I am teaching one half of a Learning Community course set with a textbook titled “Technology & Society.”

One of the textbooks to which I am exposing these students is an updated edition of “The World Is Flat” (It was printed in 2005, but that was long ago in computer time!).

This is the fifth in my series on “computer literacy” and the lesson is about the impact of technology on globalization and vice versa. In prior articles I explained what computer literacy means more than learning what buttons to push when, that choosing whether we use computers correctly is an attitude towards technology. I explained how we use computer technologies is influenced by our attitudes towards others, and the underlying reasons for why we think the way we do about technology.

In “The World Is Flat,” Thomas Friedman described 10 technological and social forces that changed the world of 1990 into the world we know today. Several technological and social forces that changed the world of 1990 into the world we know today. Several technological and social forces that changed the world of 1990 into the world we know today. Several technological and social forces that changed the world of 1990 into the world we know today.

John Youngblood
Assistant Professor of Communication
University of the Incarnate Word

Texas Today and Tomorrow

Technology is a powerful force created by societies and in turn a force that can change them. Technology is an integral part of society, which is defined by scientists, engineers, politicians, economists, and globalization has made technology ubiquitous. I think that these forces are changing us. I am writing a series on “computer literacy” I hope you will find interesting and useful. I invite feedback and dialogue.

E-mail Youngblood at youngblo@uiwtx.edu
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