New PSA aims to recruit, reinforce Tech brand

By James Norman
Contributing Writer

Garrett Langley was a financially inexperienced freshman when he took on the role of treasurer for Sigma Chi. Now the treasurer of Interfraternity Council (IFC) and a fourth-year EE major, Langley has worked since spring to make a go of the “Best Financial Practices” seminar that took place this past Monday. Representatives of every fraternity came together at the seminar to discuss their organizations’ non-profit practices.

Hosted by the Honorary Accounting Organization (HAO) and Interfraternity Council (IFC), the seminar focused on the role of student leaders in implementing the best financial practices. The material will include helpful financial tips and will be in a user-friendly checklist-style format, available soon through the HAO website. So far, the initiative has received a positive response, having been presented already to fraternity presidents at a meeting last week.

“Presidents were coming up to me after the meeting and saying ‘Garrett, we need to get together with you sometime this week and talk about how to make this stuff happen,’” Langley said. According to Meier, there has been very little negative response.

Langley also said that he was looking forward to seeing more involvement from non-Greek organizations. “It’s the same presen- tation, but it’s from a different perspective [in non-Greek organizations],” Langley said. Working with much smaller budgets, non-Greeks will use the strategies on a smaller scale.

One especially pertinent topic at the seminar concerned the difference between bank account balance and real cash balance, which university stand out when compared to other schools. “Every- body has a lab. Everybody has a band. [Ads with those elements] don’t really say anything about an institution. What we wanted to do was something really, really different from that,” Smith said.

Rather than hiring an ad agency for production purposes, the Communications and Marketing department creates most of the PSAs. “We could outsource it, but we’ve chosen not to, because we feel like we’ve got the talent here on campus,” Bows said.

Some of the work did require outside specialists. A sound editor from Cartoon Network developed the music for the clip, while a 3-D modeler was hired for video editing. The jump scene that they spliced the CG Wreck into was an Evel Knievel motorcycle stunt from the 1970s. The idea of using a motorcycle jump came up during brainstorm- ing, but Bows and Smith nearly canned the whole commercial when ABC and ESPN wanted upwards of $10,000 per second for Knievel footage. Luckily, one worker found public domain footage of a jump on Amazon. com for $10.

Once the footage was found, casting and filming began in late July, and the clip was completed by mid-August. The profession- ally done clip was completed in a little more than 150 work-hours, according to Bows.

One critical cast member

Student leaders attend “Best Financial Practices” seminar

By Aaron Parkman
Contributing Writer

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Contributing Writer

The “Best Financial Practices” seminar brought representatives from every fraternity to discuss their organizations’ budgeting.
A DAY IN THE LIFE OF

Mostafa El-Sayed, National Medal of Science winner

By Andrew Ho
Contributing Writer

Sometimes it can be easy to forget about the caliber of the faculty here at Tech. When exams start rolling around and projects begin to pile up, particularly for undergraduates, it might be understandable to underestimate the professor as a distant authority figure. As time goes on however, and the first few tortuous semesters come to an end, most students come to realize that their professors and faculty are truly authority figures on their subjects, with an extensive history in academia and laborious research projects going on that contribute to society in one manner or another.

Mostafa El-Sayed, who heads the Laser Dynamics Laboratory as director, Julius Brown Chair and Regents Professor of Chemistry and Biochemistry, is one of those figures whose contributions to society and science are vast. El-Sayed has over 500 publications to his credit and supervises the research of many graduate students and visiting professors, and yet still has time to lecture and teach the general chemistry course for undergraduates.

Having earned his bachelor’s in Egypt and doctorate at Florida State University, El-Sayed has been a researcher at Harvard, Yale, Caltech and worked at UCLA before joining the Tech faculty in 1994. His research focuses on the chemical properties of noble metal particles and their applications towards nanotechnology. A notable example of his work involves gold particles bonded to cancer cells for identification and then destroyed by a weak laser that leaves all healthy tissue unharmed.

“Oh, day to day, [I] interact with a lot of young people, from freshmen, I teach freshmen, and then my grad students and post-docs. Each one is doing their own research and they keep me informed of what’s happening. The beautiful thing about an academic job is that it is not monodirectional. It is so many things, as you have to teach, you have to communicate, you have to think.
of new ideas and you have to do this by interacting with students. Grad students, post-docs, we even have some undergraduates with some fantastic ideas themselves," El-Sayed said.

Outside of school, El-Sayed enjoys traveling and camping, but has dedicated more time to his work. However, he didn’t seem to have any regrets.

“It’s a good profession, and you don’t feel you’re working because you do something you like. That’s something I always tell my students, where you work at where you like, even if it pays less. I remember once Reagan, when I was in California, he said ‘Those professors said they enjoy their research so much. Why aren’t we paying them?’,” El-Sayed said.

A particularly exciting development in El-Sayed’s career is his reception of the National Medal of Science for 2007, which he will receive from President George W. Bush at the White House next week.

“It’s a wonderful feeling. It’s something I wasn’t thinking about, but it feels good indeed,” El-Sayed said. "When I went over [to the Burger Bowl] for filming... I was like, ‘Oh, I’m a little nervous!’"

She settled into the role and even had fun with her worst acting moments. “[The filming day] was definitely a hot day. They had a towel to wipe my entire face down.” When they went to film the scene in the management lecture hall, she said, “We had to buy another shirt for that scene because they didn’t want to see sweat on my back as they panned across the room.”

Given a top speed of 45 mph for the Wreck, one equation given in the PSA, maximum range equals velocity squared divided by g, would predict that the Wreck as a point mass in perfect vacuum could travel 126 feet, or 14 car lengths.

Bows and Smith both guessed that the Wreck could probably clear 5-6 cars at top speed, but the feat remains purely hypothetical.

theory, the fund can be a simple savings account, separate from an organization’s checking account, in which 10 percent of the organization’s income can be set aside for emergencies. Surprises such as leaks in the roof, kitchen fires or broken windows are expenses that can be covered through a risk management fund.

After receiving a positive reaction, Chamberlin, Langley, and Meier are hopeful that their initiative will continue to gain momentum and that when they graduate others will carry it forward.

Correction

In describing MARTA as a way to avoid high gas prices, last issue’s story “Save money at the pumps, try the following tips” listed the price of a 30-day MARTA pass at $52.50. However, students can receive 30-day passes at the Student Center for the discounted price of $30.

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