Access, Fall 2010

San Jose State University, School of Journalism and Mass Communications

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San Jose State University, School of Journalism and Mass Communications, "Access, Fall 2010" (2010). Access Magazine. 1.
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Ten years ago, I was 11 years old. Things have definitely changed since then and now that I’m an adult, I know my potential and what hard work can produce. But success does not involve just one person. For the past four months, I’ve been working with a team of 16 people who created what you are holding today. Since this magazine is produced by a class — all of which had no idea how to put a magazine together — it was a challenge to combine all our ideas, compromise and pull it off.

I came from a strictly newspaper writing style and background, so creating a magazine was a quirky dream of mine. At the first Access meeting, I was thinking more like a reporter than a story teller. It wasn’t until week four that my mind truly wrapped around the fact that I was surrounded by people who looked to me for guidance. That’s what college has given me. A chance to play like the big dogs and make decisions that will satisfy my team’s goal and vision to create a magazine everyone can enjoy. We are a college staff but we are also just a step behind professionals. Our goal was to have you almost forget that the words and art on these shiny stapled pages were made by people who pass by you everyday. This is our campus and this is your, and our, magazine.

This issue of Access incorporates the lifestyles and social trends experienced in college. As you flip through the pages you will discover lifestyles of different people and places. Our top feature story explores how small town students find ways to fit in and the changes they go through during the transition. Ever wonder what a foreign exchange student thinks about when he first steps foot on campus?

Delve into Campus Secrets that will remind you that your classmates aren’t always what they seem and check out the Keg List where you might find something to check off.

What can happen in four months or 121 days or 2976 hours? An extended summer vacation, one semester in college, or in this case, a magazine. This is our baby. Treat it kindly and it will make you smile, wonder and appreciate. Our campus, our magazine.

Sincerely,

Stephanie A. Vallejo
Editor
Fall 2010
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We thought it would be fun to go around campus and find secrets hidden in our own university. Students anonymously submitted some of their deepest, darkest secrets on Post-its we handed out. This was inspired by a website called PostSecret, where people mail in homemade postcards with their personal secrets on it, which are then uploaded on the site to share with the world.
Simple Steps to Live Green

By Danree Victorio

1. **Switch to Compact Fluorescent (CF) light bulbs.** From an economic standpoint, it would be foolish not to. CF light bulbs, depending on the brand and quality, can last between 6,000 and 15,000 hours. Regular, incandescent bulbs last a measly 1,000 hours, proving that CF bulbs can be six to 15 times as good. They're cheaper, too.

2. **Use reusable products, not plastic.** People buy bottled water all the time. It would make more sense to buy a reusable metal canister — they're easy to clean and they won't rot the way plastic does.

In general, plastic should be avoided. Many stores are now selling reusable bags that can be easily folded and conveniently stored.

3. **Unplug stuff.** Unplugging something is easy, but a high percentage of homes in America keep their appliances plugged in. Many high-tech companies are stating that they're saving energy since less voltage is being used during standby. If it's plugged in, it's using energy.

4. **Use alternative transportation.** While having a vehicle is a privilege, it shouldn't always be used. If an SJSU student starts class past 10:30 a.m., they will probably have trouble finding parking. Try carpooling with friends. Students can take public transportation for free if their Valley Transportation Authority sticker is attached to their Tower Card.

5. **Tell a friend.** People usually don’t do things without encouragement and if everybody strives to help the situation by talking about it, we would live in a much better place. If you’re at a party and your drink is in a Styrofoam cup, which can’t be recycled, ask why the host didn’t use paper or plastic cups. Knowledge is power, and we should spread it.

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There is one word that many people will never hear outside of the Bay Area. If you are from Southern California (SoCal), it probably caught your attention.

According to the Urban Dictionary website, “hella” is defined as “an intensifier, with a grammatical function and usage similar to ‘very’ or ‘really.’” According to the website, the exact origin is unknown, but it’s speculated to be from Alameda County and was used popularly in Berkeley public schools in 1979.

“It’s like the hyphy (an urban subgenre of Hip Hop) movement, or Bay music,” said Stephanie Monterroza, a junior nursing major. “It’s something only we have.”

“I Hella ‘heart’ the Bay Area” T-shirts decorate Northern California (NorCal) and take the place of New York’s popular “I ‘heart’ NY” T-shirts. “Hella” is to NorCal as the word “wicked” is to the East Coast. It’s a trademark.

Students from the southern part of the state probably wonder what it’s all about. Many are often just annoyed by the term. What is unique is that “hella” is a word that can make NorCal special.

“Whenever I go to Virginia to see my boyfriend, I say ‘hella’ and people look at me like I’m crazy,” said Whitney Huey, a recent SJSU alumna and NorCal native.

Perhaps it’s an inside joke among the natives, or maybe it’s a word that sticks to your lingo the longer you’ve lived here. Sure, there are other elements to the region, but “hella” is a Bay Area trademark.

No matter the social group, “hella” bonds NorCal natives together. It’s a simple word that they all share and understand. No need to wonder where the word came from anymore. Just know that it’s been here for 30 years, and doesn’t seem to be disappearing anytime soon.
Brian Summers enjoys serving everyone who wanders into the vegan eatery, whether they have tattoos and skateboard decks or briefcases and business suits. The First Street vegan deli satisfies many meat eaters whom friends and coworkers bring along.

"Once I get food in people's mouths, they're usually pleasantly surprised," Summers said.

Summers opened Good Karma to reflect his cultural and environmental values while still making a living and catering to his local customers' needs and desires. Good Karma, along with Italian deli Caffe Trieste and Vietnamese vegetarian Tofoo Com Chay, all strive to balance socially and environmentally responsible deals with economic realities.

Good Karma helps people as well as the natural environment by occasionally allowing regulars down on their luck to pay for meals by washing dishes.

"We wish we could do that for everyone in the city, but there's only so much food we can afford to give away," he said with what people know, writes Julia Lang said.

Good Karma's management said they would participate in more community service. "People aren't interested in the philosophy of it, they're interested in the experience," owner Roger Springall said.

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Vegan Chocolate Cupcakes & Cream Cheese Frosting

**Chocolate Cupcakes**

- 1 c. coconut
- 1 c. sugar
- 1 c. flour
- 1 tsp. baking soda
- 1 c. water
- 1 tsp. vinegar
- 1 tsp. vanilla
- 1 tsp. salt
- 2 cups sifted confectioners' sugar
- ½ cup margarine
- 1 tsp. vanilla extract

**"Cream Cheese" Frosting**

2 (8 ounce) pkg vegan cream cheese ½ cup margarine 2 cups sifted confectioners' sugar 1 teaspoon vanilla extract

Opt.: Strawberries, sliced and fanned

Preheat oven to 350 degrees. Mix all dry ingredients together. Add wet ingredients in the order they are listed. Pour batter into cupcake pans. Bake for 10-15 minutes, or until a toothpick inserted into the center of a cupcake comes out cleanly.

"Cream Cheese" frosting from the cream cheese and margarine room temperature. In a medium bowl, whisk together the cream cheese and margarine until creamy Mix in the vanilla, then gradually stir in the confectioners' sugar. Store in the refrigerator after use.

Recipe by Rachel Nielsen

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Photograph: Kirsten J Aguilar | Photographer
The newest magazine to make a splash in the fashion world won’t be found for sale on newsstands and isn’t headed by highly paid fashion editors — it is still viewed by more than 140 million unique readers per month. Far from the fashion district, the startup website Polyvore allows its vibrant, chic and fashion-conscious community of users to create electronic fashion spreads called “sets” of clothing and accessories on an easy-to-use, drag and drop editor. Seamlessly fusing fashion with social media, year-old Polyvore is redefining how people around the world experience, create and share fashion over the Internet.

Launched in 2007 by three former Yahoo engineers, Polyvore is a fun, unique and social environment where users can interact with products, discover trends and engage with brands. Using a simple set of virtual styling tools, Polyvore members can “clip” images from retail sites across the Web to mix and match together outfits in a collage type format. The Polyvore Clipper is an installed browser bookmark that allows users to easily import items from outside websites into Polyvore. Polyvore reports that 30,000 sets are created daily on the site. Readers can view published sets, click on an item they are interested in purchasing and be taken to the corresponding website.

Registered users can create personal profiles that spotlight their generated sets, send personal messages to other members and comment upon or click “like” toward other user-generated sets. Members can also save particular items they fancy from other sets to add to their own library of items for later use. Users can ever create or join user-created groups based on common interest or trend in fashion and beauty.

While top traditional fashion magazines have been struggling to hold an online audience, Polyvore has easily multiplied its traffic in the last year. The fashion community site has seen its registered user base increase by 15 percent this past year to 2.8 million in the United States, according to comScore, a marketing research company that provides marketing data and services to many of the Internet’s largest businesses. Polyvore had more than 1.2 million unique visitors in January 2010. According to Compete, a Web analytics firm, this is almost 20 percent more traffic than Style.com, which is run by top-selling fashion magazine Vogue. Polyvore also soars over Instyle.com, the self-proclaimed “leading” fashion, beauty and celebrity lifestyle site, with 60 percent more popularly.

Polyvore has recently allowed its members to share their collage creations on blogs and popular social networking sites such as Facebook and Twitter. According to All Things Digital, a website devoted to news, analysis and opinion on technology, the Internet and media, this has extended Polyvore’s reach by an additional 22 million impressions per month. Page impressions, or hits, refer to the exact number of times a specific website has been accessed or viewed by a user. This viral distribution...

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By Hannah Keirns

The glowing numbers tell you it is 8 a.m. — a full hour before class begins. Remember the days when you welcomed the morning just 15 minutes before class started, when you lived a whole lot closer to campus and before you decided to save money during this recession and move home.

The idea of a silver lining is not that it overcomes the cloud itself. In the words of Webster’s New World dictionary a silver lining is “some basis for hope or some comforting aspect in the midst of despair.”

In a year where the state of California was forced to cut funding to the California State University system by $386 million, according to the SJSU website, it has become even harder for students to keep up with the costs of attending school. This cannot be all bad — there has to be a silver lining.

One way students have been able to avoid unnecessary costs is to do what many SJSU students have done — live at home and commute to campus.

“I moved home because it was too much money,” said Andrea Henneman, a junior photography major that lived on campus for her first two years. Henneman moved back to her parents’ place in south San Jose this year. “From being at home, I’ve learned how much nicer it is to save that money,” she said.

Sharma also swapped his room on campus for his former residence. “It’s nice being in the comfort of my own home,” Henneman said. “And, obviously the food is awesome.”

More meals at home means more time with family. “At dinner, my parents like to talk about family stuff, like what my sister is doing with her life,” Henneman said. “It’s nice being in the comfort of my own home.”

Family news, extra money, home-cooked meals and the comfort of home are just some of the silver linings of the effects of the recession.

You twist open the blinds to let the light in and shuffle to the shower. The hot water is like a refuge. It takes all the effort you have to step out, towel off, and pull on your jeans and a shirt. You grab a quick bowl of Cheerios before rushing out the door. If you aren’t careful, you might miss the light rail and be 10 minutes late to your class, at which point your professor will yell at you. Luckily, you’re about to be in for a bit of entertainment — yet another upside to moving home.

“One time I saw a Mexican guy try to kick a black man in the chest,” Sharma said, describing an experience he had on the Valley Transportation Authority light rail.

Sharma takes public transportation to school every day, a practice he took up after moving from Joe West Hall to his parents’ townhouse in south San Jose. He said the light rail incident began with the Mexican man spitting on the black man.

“The black guy was really calm,” Sharma said. “He’s like ‘I ain’t goin’ to fight you.’”

Sharma said the first man then took off his shirt and yelled, “No, let’s do this, let’s do this.”

“The Mexican guy is going crazy and just straight up kicks him in the chest,” Sharma said. The black man continued to be ostensibly peaceful.

Not every interesting light rail moment will come in the form of a fight.

“One guy once came up to me and said, ‘You’re going to be loved and cherished by a lot of people one day,’” Henneman said. “I was like, ‘Is this Jesus coming up to me, telling me what is going to happen to me in my life? It was amazing.’...
To escape to the countryside—where life is simpler, cleaner and slower—is a common dream for those living in the city. Escape is a welcome remedy to a life complicated by the everyday pressures and the struggles of the rat race. People rarely give any thought to those who want to escape the simple country life. The intrigue of a quicker pace and the boundless opportunities and challenges presented by the city are just as romanticized by small-town students as the pure country life is to city people.

Leaving a static and insular community, no matter how warm and supportive, is idealized by restless rural teenagers. However, the chance for a fresh start is tempered with the feeling of being alone in a sea of people. For college-bound country-mice everywhere, moving to the big city can be as liberating as it is terrifying.

“It was exciting to know that here, living on campus, there were as many people as there were in my whole town,” said Ashley Durbin, a senior psychology and behavioral science major from the 3,000-person town of Weed, California. Weed is an old mill town with an incredibly close community. For some the ease and familiarity of such an insular culture can feel like a social handicap in a foreign environment. “I was really nervous that I wasn’t going to be able to make friends,” Durbin said. “It sounds weird, but when you grow up with all of your friends you don’t really have to learn to make new friends.”
Graciela Rodriguez, a senior social work major, said she knew every single person in her town. “We were like a very close family in the community,” she said. Her town, Los Naranjos, held just over 200 people and was nestled deep in the countryside of Michoacan, Mexico.

Rodriguez moved to the U.S. at the age of 17. “When I came here, it wasn’t what I expected,” she said. “I was sad. I missed my family, my house and my friends. I was all by myself, I didn’t know the language and there were huge buildings everywhere.”

Feelings of isolation are common for people who move to drastically different environments. People from small communities are used to recognizing everyone and being recognized. When this familiarity is taken away, it can be uncomfortable. At the same time it can be liberating to escape small-town gossip, which often moves faster than people. “If I got in trouble my parents would know before I even got home,” Durbin said.

Wendy Ng, an SJSU sociology professor who teaches a class on city life and culture, said that most people in cities are at best disinterested in others. “Everyone doesn’t make it their business to know your business in an urban environment,” she said.

While small-town social dynamics can feel stifling, rural students must confront several issues involving trust. Just 800 people live in Mitch Eastlick’s hometown of Etna, California. In a town as small as Etna, one can trust almost everyone. “Back home everyone leaves their front doors unlocked, everyone leaves their cars unlocked or even leaves their keys in their car,” said Eastlick, a sophomore journalism major. “Of course, the numerous cultural adjustments coupled with a life lived with fewer educational resources can make college a more difficult experience. A study by the University of Rochester showed that students from rural areas have a lower chance of being successful in metropolitan zones and expose their true potential.”

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Legally High
Cannabis dispensaries battle social stigma

BY REGINA AGUINO

Jack Herer, Blue Dream, OG Kush, and White Widow. For some people, these names are familiar strains of cannabis and for the uninformed these titles are not recognized at all. For cancer, AIDS and HIV patients, as well as patients with other terminal illnesses, these are names of medicine that are consumed daily to relieve nausea, chronic pain and vomiting. These are types of medicine that patients rely on to alleviate the stress, physical strain and emotional difficulties brought forth by diseases that no other prescription medicine can handle.

Medical marijuana lies in a gray area, under public scrutiny by the San Jose City Council and the community alike.

Purple Elephant

Luke Coleman, the executive director of the Purple Elephant, which is a local cooperative on Santa Clara Street, said he opened his business because of family trials.

“My mother has had cancer twice,” Coleman said. “She’s gone through chemotherapy twice and both of my grandparents died in front of me as a child from cancer.”

Coleman said he watched his grandfather “waste away” because of cancer, as he was roughly 300 pounds in 1992 and withered down to 100 pounds in 1997.

“My grandma was the same way,” he said. “I lived with the both of them, they died in front of me, and I seen how skinny they got and how their last years of their lives were horrible.”

Coleman made it clear that he has more compassion for medical marijuana patients who are terminally ill than those with better health.

“If you have cancer or AIDS, I give you free medicine,” Coleman said. “If you need medicine, you got it for free. But if you’re just some person who doesn’t want to conform to society and tells me that you want a care package, well somebody’s sick really needs that.”

Coleman said in his experience, he has seen young patients take advantage of free medicine given to those of limited income who claim to be sick.

“There’s a subculture of people who would go get a recommendation and run around saying, ‘I want compassion,” he said. “You’re 20 years old, what kind of compassion do you want? You should probably go back to school.”

As a former owner of a mortgage company, Coleman has a strong business ethic and now as the executive director of the Purple Elephant, he implements a certain sense of empathy balanced with sharp common sense.

“I don’t like being taken advantage of,” Coleman said. “I’m very compassionate for people who are terminally sick, as was my mother, as were my grandparents. But I believe that the compassion program goes out of hand for those who aren’t sick.”

Coleman said that the Purple Elephant is looking to give back to the community by donating to special needs children, but because of the negative social stigma attached to the medical marijuana movement, there have been complications.

“We’ve run into some road blocks,” Coleman said. “The special needs schools in the area get federal funding and medical cannabis is federally against the law; so they’re scared that they’re putting their funding at risk by taking our donation. We’re trying to give back, but yet some are scared to even accept the cash because all of the stuff that’s in the news.”

The debate of whether medical cannabis dispensaries are welcome in San Jose gets more heated because marijuana is treated like any other controlled substance under federal law. Under the Controlled Substances Act, marijuana is classified as a Schedule I drug, which means the federal government views marijuana as highly addictive and having no medical value.

Safe Access

Lauren Vaquez is the founder of the Silicon Valley Chapter of the Americans for Safe Access, a nonprofit organization that strives to educate the public on cannabis’ medical and legal issues and promote advocacy for medical marijuana patients. She said the movement began as a grass roots movement.

“It just really started with activists,” Vaquez said. “Medical cannabis got brought on because of the AIDS crisis in the early ’90s and at the same time, the medical evidence was being advanced. The research showed that it worked and patients needed it at that time. People were really pushing in different communities to get this kind of access.”

Vaquez has been a medical marijuana patient for five years and said she has experienced light and chemical sensitivity that caused her painful migraines since she was a teenager.

“I didn’t know what was happening to me,” she said. “When I would go to the mall, the fluorescent lights in the dressing room would make me want to throw up. So, I just discovered that cannabis helps with the nausea, and it keeps it from happening in the first place.”

In terms of legislation, Vaquez said San Jose was one of the first cities to pass regulations regarding the distribution of medical cannabis after the passage of Proposition 215. Also known as the Compassionate Use Act of 1996, Proposition 215 states “seriously ill Californians have the right to obtain and use marijuana for medical purposes.”

In 2004, the Senate passed Senate Bill 420, which established a program that issued state identification cards for medical patients, discussed guidelines on possession and cultivation and stated that a collective or cooperative should be allowed. Vaquez said, “The issue with dispensaries is that they’re a land use and cities can regulate land use,” she said. “They’re also businesses and cities can regulate businesses, so they have to get business permits. They have to pay sales tax, they have to be in the right zoning district in the city and comply with all the local regulations.”

Sensible Drug Policy

The Students for Sensible Drug Policy is an international grass roots network of students who are concerned with the impact drug abuse has on its communities, according to their mission statement.

“Alex Alexander Woon, a senior psychology and behavioral studies major, is the ambassador for Students for Sensible Drug Policy in relation to other drug policy reform groups and other drug research organizations.

“Students for Sensible Drug Policy define drug abuse as anyone who uses a drug more than it should be used,” Woon said. “If it adversely affects their normal, daily life and if it adversely affects their work, their social ties, their living situations, their own mental health and physical health, is when it can be considered drug abuse.”

Woon said the organization advocates rehabilitation versus criminal punishment for nonviolent drug offenders.

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Vegan Challenges

Similar to other lifestyles, veganism comes with its own personal challenges.

Traveling may be burdensome to a vegan as they find themselves embarking on territories that offer unfamiliar cuisine. Nielsen tackles this challenge by packing protein bars and making sure she knows where to find the nearest health food stores. Finding adequate protein replacements is another obstacle a vegan must face.

Complete proteins can be easily obtained through grains like quinoa found in soybeans and soybean products, such as miso, tempeh or tofu, according to the Vegetarian Resource Group. Nielsen said she stocks up on tofu, vegan chili and beans to make meals such as potpies, chili and pasta.

Perhaps the biggest challenge of a vegan lifestyle is getting support from family and friends. Nielsen is fortunate to have a supportive family, who accommodate her eating habits. Some families of vegans may not be sympathetic to this lifestyle, said Nielsen, and cooking meals from scratch saves her a lot of money. She said canned foods and frozen vegetables in bulk are economical ways to save on initial costs.

Personal Awareness

The commitment level for a vegan is more than reading labels. Nielsen, who constantly researches the cattle industry and its impact on the environment, said conscious living inspired her vegan lifestyle.

Eating meat is a struggle for Nielsen. Her persistence to put away meat came from the PETA website. According to the PETA website, Asian cuisine is generally a safe option for vegans because they offer protein alternatives, such as tofu.

Finding adequate protein sources and the prevention of greenhouse emissions are reasons to commit to the vegan lifestyle. Nielsen said conserving natural resources and the prevention of greenhouse emissions are reasons to commit to the vegan lifestyle.

The initial cost depends on the involvement of the vegan. It can range from inexpensive spices to expensive ingredients. She said becoming a vegan, make sure you are eating a variety of foods and plan.

According to the article, “The Virtues of Vegan Nutrition ... and the risks,” author Dina Aronson wrote that a vegan diet should include six servings of grains, four servings of vegetables, two servings of fruit, five servings of beans, nuts, and other protein sources, two healthy fats, and eight servings of calcium rich foods.

Other advice for a vegan beginner comes from campus nutritionist Jeni Nalder. “If your experiment includes becoming a vegan, make sure you are eating a variety of foods and planning well-rounded meals,” WalDROP said.

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According to the article, “The Virtu
O
n Thursday nights, people gather outside the oldest Quaker building in California for a Dharma Punx meeting. The quaint, white building invites people inside to meditate with a sign that states, “Friends Meeting.” The only requirement is to remove your shoes.

Dharma Punx is a traditional Buddhist group in an urban setting. It invites anyone to meditate, including wanderers from Debtors Anonymous that also meet on Thursday nights in the back of the Quaker building.

Noah Levine, founder of Dharma Punx, wrote “Dharma Punx: A Memoir” that was published in 2003, elaborating on the religion’s beliefs and customs.

Deborah Godinez, an SJSU alumna and Dharma Punx member, said “Dharma Punx: A Memoir” is about Levine’s recovery, his journey and his spirituality from being a troubled teen to being someone who decided to become a meditation teacher and follow the Dharma.

Levine “empowered and authorized” Stephanie Tate to become a guiding teacher for Dharma Punx, according to San Jose’s Dharma Punx website.

Tate said she has been a practicing Buddhist for 11 years.

“1 read a book (Dharma Punx: A Memoir) after seeking for a couple years,” Tate said. “It was practical. It just made sense.” She said she investigated religion and found Buddhism.

Tate said Western culture is greedy, dissatisfied and always looking for something new.

“It’s like being Goldilocks all the time,” Tate said. “This one’s too hard, this one’s too soft. And when we do find something that’s just right, we get sick of it.”

Guided Meditation

People of all ages sit in a circle of wooden chairs surrounded by half a dozen floor pillows as they wait for Tate to begin a guided meditation.

Tate told the room any posture is OK for meditating as long as one is upright. Regulars chat among themselves, giving off a sense of community and friendship. Besides floor pillows, Dharma Punx members also brought small wooden stools. One member had a Dharma Punx sticker on the bottom of his or her stool that states, “Meditate and Destroy.”

Around 7 p.m., about 20 people were ready to meditate. Tate sat in front on a floor pillow with a metal bowl at her feet. She joked around before asking everyone to close their eyes. “I’m like a flight attendant,” Tate said, trying to welcome newcomers. “Don’t worry, there will be no crash landings.” People continued to arrive throughout the meeting and by the end there were about five more.

Tate began the 30-minute meditation by asking everyone to focus on breathing to help keep their minds in the present. Then she asked everyone to relax their bodies, starting from their feet and ending at their head.

Tate’s relaxing voice and diluted sounds from the nearby highway drifted through the room as the group fell deep into the meditation. After what seemed like less than 15 minutes, a metal bowl was calmly rung three times, signaling the group members to open their eyes. She asked if anyone had questions about meditation and then began her Buddhist teaching.

She used a story about a group of blind men and an elephant as a metaphor to describe how everyone has different perceptions about the world based on their own experiences. “Everyone touched a different part of the elephant,” Tate said. “Someone touched the trunk, so they thought elephants are small. Another man touched the behind of the elephant, so they thought elephants are vast. Someone touched the tail, so they thought elephants are skinny.”

Recovery Meditation

Less than five minutes away from the lush neighborhood of Willow Glen in downtown San Jose, St. Francis Episcopal Church’s basement is the meeting place for the Dharma Punx recovery meditation held on Tuesday nights.

The recovery meditation is for anyone who is struggling or recovering from an addiction.

After the 30-minute meditation at this meeting, Tate, who sat cross-legged on her floor cushion, talked about how Buddhist ideology supports the 12 steps of recovery from addiction.

In Tate’s meditation group, she said she focuses on teaching the Four Noble Truths and Eightfold Path.

She said the Four Noble Truths encompass the thoughts — with living comes suffering and often times our suffering comes from greed or things we desire. Suffering can be removed from our lives and positive actions can leave us in a peaceful state, Tate said.

Continued on Page 27
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Polypore

Continued from Page 12

network fosters the exposure and discover-

of new products, brands and styling in-
sights across a large global audience.

The front page of the Polypore web-
site offers a real-time summary of the most
popular user-generated content throughout
the site: “Top Products,” “Top Sets,” “Top
Collections” and a “Zeitgeist” that lists the
top stories and trends used in user-generated
sets. Polypore also showcases “Brands We
Love,” “Great Finds” and highlights “From the
Polypore blog” on the main home page. The
newest section is an interactive forum called “Style
Advice,” where users pose their burning fashion
and beauty questions to the commu-

nity. Polypore reports that the average
response time is four minutes.

Polypore offers an unprecedented level of
direct engagement with real prod-
ucts and brands while its social features
make it a powerful platform for the cre-
ation and distribution of user-generated
advertising. Polypore has recently forged
partnerships with brands such as Calvin
Klein, Barneys, Laneone, Zappos, Marc
Jacobs and others. “We believe brands
use Polypore’s technology to create con-
tests for users. Polypore collects in these partnerships and also sees returns
from affiliate fees when users make pur-
chasess through its site.

Polypore regularly hosts a series of
collaboration competitions on the contest sec-

tion of its website. Official contests are
determined by Polypore to challenge its
community to create sets with specific themes.
Official contest winners are cho-

sen by Polypore, receive a virtual trophy
icon on their profile for bragging rights
and may even garner tangible prizes for
special contests.

Two unique contests on Polypore are
open to public voting where winners are
determined by user votes. “Community
Choice Challenge” is where advertisers
in partnership with the company may
supply images toward Polypore’s online
community required to be used in their
particular, one-day ensemble contest.
In one of the latest challenges, “Color
Outside of the Lines,” designer Diane
von Furstenberg dared Polypore users
to create looks that mix and match
different colors, patterns and styles: “Fuse
stripes with florals, paisley with solid
and bold geometric shapes with truch
colors,” von Furstenberg suggested
on the Polypore website.

The other Polypore contest open
to public vote is called “Many Faces of
Fridays.” Each Friday, users have the
opportunity to choose a friend and create
an outfit they think their friend should
wear. Contest participants often turn
their friend’s current style toward the
opposite extreme — preppy to edgy,
tomboy to glamour or geeky to chic.
As a student magazine advertising bud-
gets shrink, Polypore is sitting pretty for
2010 with $8.8 million in its second round
of financing, according to an August 2009
company press release. The funding was
invested by Matrix Partners, Benchmark
Capital and Harrisson Capital and
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TOP 10 REASONS TO STUDY ABROAD

BY REBECCA HENDERSON

How you ever wanted to travel the world and make new friends? Studying abroad can expand your horizons in a variety of ways:

1. Opportunity: Students get a chance to start a new life and to see how others live.

2. Cultural awareness grows: It provides a chance to learn about other cultures and how confident to ask about things you do not know.

3. Networking: Make new friends from all around the world and form strong connections that make long lasting relationships.


5. Food: Try a variety of cultural goods that will tantalize your taste buds.

6. Language: Learn a new lingo, whether you are fluent in the language or not.

7. Travel: Journey to new places around the globe.

8. Education: Learn a new curriculum or build on your education.

9. Work: Enhance your career opportunities.

10. Resume: Spice up your opportunities.

Citizen of the World

BY JENN ELIAS

“If you don’t do crazy things, crazy things don’t happen to you” is more than just a phrase, but a lifestyle to senior Business and Spanish major Frederick Spitz.

Born and raised in Paris, France, this thrill-seeking foreign exchange student never turns down a chance to be spontaneous, even if it means traveling 6,000 miles to an unfamiliar city.

It is 7:30 a.m. and Spitz wakes up to rock music. After showering and loading his bag with four classes worth of supplies, he finds time for a quick breakfast.

The world traveler steps out of his Second Street apartment and into the city that, just a year ago, he hadn’t known existed. He makes his way to campus by foot, or weather permitting, by skateboard.

Spitz heads toward a political science class, and passes the ivy-covered tower that reminds the world traveler of the castle where his grandmother resides.

On a typical night, Spitz won’t be alone at a party, but instead recording his latest music talents at home. Universally understood, he said the language of music has no borders and needs no visa.

“Music is a big part of my life,” Spitz said. After he spent a year at a music school in France and was a part of a musical group signed by a French label, and he said he appreciates all genres.

At 9 a.m., the six-foot brunette hits the Sport Club Fitness Center.

“Nine o’clock is perfect because that’s when everyone is leaving,” Spitz said, who has a specific workout regimen.

When he gets home, Spitz catches up on his class readings.

Frederick Spitz said he will be able to describe himself as “a citizen of the world,” as soon as he becomes fluent in Spanish, French and English, which he hopes to have mastered by the time he graduates in May.

Making Time Count

BY NICOLE CIMMARUSTI

Whether it is preparing a food drive at school, helping the needy at the Sacred Heart Community Center or donating blood at the American Red Cross, volunteering can have a huge impact on the community.

Community service is one way to dedicate your time and make a difference. It’s a service where volunteers do not have to be members of a certain organization or travel around the world to participate.

People and organizations are in our local community that need assistance as well. Volunteering can take up time, but many tasks are less demanding than certain people can do. Only three out of every 100 people donate blood. It takes about 20 minutes and could save up to three lives.

Another way to donate time is by volunteering at Sacred Heart, a local organization that helps more than 20,000 homeless people by providing food and other essentials. Those who prefer to stay on campus can start a food drive.

“I always like helping people out who are less fortunate,” said Kristen Robinson, a junior forensic biology major who is a blood donor and volunteer. “Doing it with a humble spirit and not because you have to is a great feeling.”

When we put another person before ourselves, it can make us realize that what we have is more than enough.

Giving back to the community through volunteer work can be an opportunity to help others and also to find an appreciation for the life you live.
THE KEG LIST
Top 20 things to do before graduation

1. Take a road trip
2. Streak through campus
3. Camp out on Tower Lawn with friends to watch the stars
4. Read a book for enjoyment, not one that is required for class
5. Learn a new skill, such as an instrument or art craft
6. Take the hot wings challenge at SmokeEaters
7. Volunteer at a local organization
8. Take a drive down Pacific Coast Highway toward Los Angeles
9. Take an interesting class that isn’t required
10. Play freeze tag on campus with a large group of friends
11. Make out in the library
12. Watch a concert at the SJSU Event Center
13. Give up Facebook for a week
14. Try a new hairstyle: cut it all off, grow it out, or dye it a crazy color
15. Learn how to do your own taxes
16. Fall in love
17. Attend an event on campus that is out of your comfort zone
18. Study abroad
19. Go bungee jumping
20. Spend a weekend in Las Vegas with a group of friends

By Jen Nowell

Photo Illustration: Kirsten J. Aguilar and Dave Cabebe