

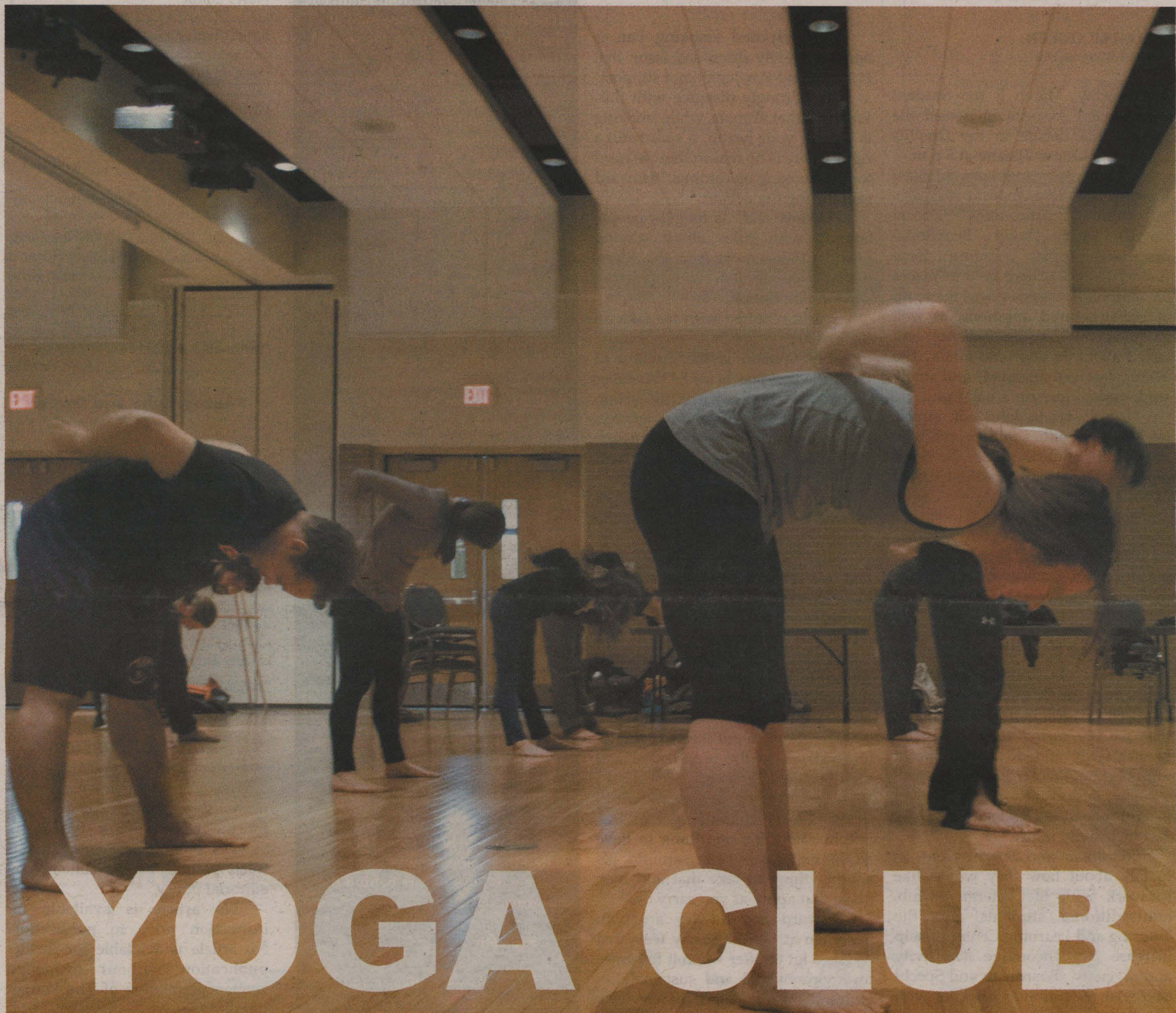
# the. pointer

University of Wisconsin - Stevens Point

March 7, 2013

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# Student Government Candidates Debate

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Tuesday, March 5 the Student Government Association hosted the presedential debate in the Dreyfus University Center Theatre at 5 p.m.

Presidential candidates Michael Howard and Ryan Specht and vice presidential candidates Daniel Rawley and David Boardman discussed topics ranging from financial issues to their favorite places on campus. The debate was made up of pre-structured questions, as well as questions from the audience, and lasted about an hour and a half. The event was well-attended, and many students had questions and input.

"I will be looking for strong leadership qualities and people who have intimate knowledge of the views of the student body," said Charley Greiber, a business administration and economics major at the University of Wisconsin-Stevens Point.

The candidates seemed to agree on some core issues, the importance of: hearing the voices of students, staff and faculty alike. Both teams voiced their desires to find more ways to include students in the government processes. Candidates took different stances on controversial issues.

"The biggest issue, among many, that we are facing today is issues of inclusivity and diversity," Specht said. "I think that this campus has an excellent opportunity at this moment to surge ahead as a leader on diversity and inclusivity issues."

Boardman and Specht went on to talk about how they would like to work with the Veteran's Club, nontraditional students and the Tutoring and Learning Center to help increase and encourage inclusivity and diversity. Boardman and Specht also wish to continue working with government at the local, state and national levels.

Rawley and Howard emphasized the idea that the university should save money by doing its best to work with the programs they already have and work harder to make sure students are aware of their opportunities. Howard also mentioned having town hall-like meetings where students would be welcome to voice their thoughts.

"We need to look at what is the biggest problem, and from my point of view it is the fact that tuition has risen every year," Rawley said. "We need to continue to provide affordable education. Stevens Point has a great value of education. We need to continue increasing that but find a way to do it without constantly increasing tuition on our students."

The proposed smoking ban is another widely discussed issue that Howard and Rawley do not support.

"We strongly disagree with this. We think that, frankly, while smoking is bad for your health, it's also still a right. There is no reason that we need to ban smoking on campus," Howard said during the debate.

Howard said, as long as people comply with rules about staying outside, 15 feet away from the doors, he has no problem with allowing smoking on campus.

Specht rebutted with his take on the matter.

"My opinion is the opinion of the students," Specht said. "Whatever the students vote, that is the action of the student Senate. My opinion really doesn't matter on this issue. Whatever the students vote, I will honor and uphold."

Students will have the chance to vote on the smoking ban in the upcoming election.

Boardman and Specht have both had two years of experience working with SGA and a part of many campus projects such as the Green Funds and a Diversity Training program.

"Really, what it comes down to is service to the student body, whether through SGA or the various roles that we play on campus," Boardman said.

They hope to put their experience to good use in the presidential and vice presidential office.

"It's not just experience, it is also dedication to continue going on," Specht said. "It's one thing to have all this experience sitting around. It's another thing to take that and then make that apply as you carry on."

Howard and Rawley are both freshmen at UWSP. Rawley feels that he has a lot to offer when it comes to environmental and sustainability issues, Howard stated that he is a people person and hopes to put his social skills to work.

"We felt like we could provide a fresh and unbiased view to issues of this campus," Rawley said. "We have been in various leadership positions before. We are running as middlemen for the students as someone that they don't have to be afraid to come and talk to and hear out their concerns and opinions and transfer that over into some sort of possible change."

The elections will be held March 15 through March 21. Ballots will be issued via email to all student accounts.

## PROTECTIVE SERVICES REPORT

March 2nd

9:09 p.m. - Staff from Knutzen Hall called to report the smell of marijuana coming from the second floor.

6:35 p.m. - Female called to report a toilet was overflowing in the NFAC building. Maintenance was dispatched.

2:18 a.m. - May Roach Hall called to report they smelled marijuana on the fourth floor.

March 1st

11:58 p.m. - Stevens Point Police Department called Protective Services in reference to two highly intoxicated individuals at the corner of Maria and Isadore St.

8:40 p.m. - A concerned parent called Protective Services stating that she was worried because her son was very intoxicated.

9:40 a.m. - A female student called to verify that the number she called was correct for reporting a disturbance should it happen. Protective Services told her that she should talk to an officer but she stressed there was no disturbance, she only wanted to know if it was a correct number should she need to.

Feb. 28th

8:44 p.m. - City police contacted Protective Services to meet them about a damaged vehicle.

Feb. 27th

5:04 p.m. - Staff from HYER stated that someone was looking in the windows of cars behind the building.

Feb 26th

5:22 p.m. - A professor in the science building called to report one of her students was having a seizure and the paramedics were en route.

Feb 25th

10:17 p.m. - Suspicious vehicles were seen convening in the Schmeckle parking lot.

5:36 p.m. - Student called to report that his bike had been stolen on Portage Street.

Feb 24th

11:38 p.m. - Staff from Hansen Hall called to report that a faint smell of marijuana was coming from the 3rd floor but wasn't sure it was coming from a specific room.

## THE POINTER Editorial

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No article is available for inspection prior to publication. No article is available for further publication without expressed written permission of *The Pointer* staff.

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Letters to the editor can be mailed or delivered to *The Pointer*, 104 CAC, University of Wisconsin - Stevens Point, Stevens Point, WI 54481, or sent by e-mail to [pointer@uwsp.edu](mailto:pointer@uwsp.edu). We reserve the right to deny publication of any letter for any reason. We also reserve the right to edit letters for inappropriate length or content. Names will be withheld from publication only if an appropriate reason is given.

Letters to the editor and all other material submitted to *The Pointer* becomes the property of *The Pointer*.



# Confession Time

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"I stole the big picture of Robert Baldwin from the Baldwin Hall lobby."

What would prompt a person to risk getting in trouble by announcing a secret like this for everyone to see?

Students are digging out their deepest secrets, hidden feelings and craziest college stories to post on the University of Wisconsin-Stevens Point Confessions Facebook wall. Anyone can post anonymously, and anyone can comment on the posted confessions.

"Sometimes, I carry a textbook around in my backpack...I never use it. I just like to feel that I'm actually studying something here," one anonymous user posted.

The creator of the page agreed to an interview but requested to remain anonymous. There are only 5 people who know who the creator is.

"During normal hours, I will receive about 50 - 75 confessions an hour," the creator said. "There are so many confessions that come in during a day, and I have to sort through them all and figure out which ones to post and which ones not to. I just think it's funny knowing some of the stuff that goes on at Taco Bell Thursday, Friday and Saturday nights."

The page has gained massive attention across campus from students and faculty alike. The page was started in early February and already has over 3,500 "likes." Stacey Gerken, a licensed psychologist and director of the counseling center on campus, gave her thoughts on the page.

"It is hard to tell what is fun and what is serious," Gerben said. "I know that if we are talking about psychology of it—being about to say something publically and anonymously is a way to get something out. The danger, though, is if something is serious, putting it out and getting a negative reaction. This is a way that people can be vulnerable to harsh feedback."

Some of the confessions do attract negative feedback, but many seem to

be posted for the sheer entertainment value.

"When I walk to class with my headphones in, I feel like I'm living the music video for whatever song I am listening to," posted one anonymous user.

A few of the posts take on a more serious note but still can come across as entertaining.

"We had a house party last year for Halloween, and some kid dressed as a penguin stole our fire extinguisher and sprayed it all throughout the house. I hate penguins," wrote another anonymous poster.

Students and faculty are not the only ones paying attention to this page, though. The Stevens Point Police Department is aware of the page and is keeping an eye on the posts.

"It is something that we do know about and will look at from time to time, depending on the circumstances of the cases we're involved in," said Stevens Point police officer Michael Bink, who has personally used two of the posted "confessions" in attempt to locate suspects involved in thefts.

Bink stated that if they ever saw anything of a very serious nature, such as a confession of a felony, they would obtain a search warrant, get a subpoena for the information and try to trace the post back to the original IP address. Bink stated that although no posts have been used successfully to locate anyone, they do pay attention, especially to

the ones that center around campus.

The creator of the page said the inspiration to start the confession page came from the UW-Madison confessions page.

"When I started the page, I didn't really expect to get this big of a response, but now that it is this big, I am hoping that it can get it

bigger," the creator said. "Some of the confessions have surprised me. It's definitely a shock seeing some of the stories, whether they be true or not, because you really don't realize what goes on this campus until you hear it from people."



## The U.S. Bank and SGA Scholarship

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The Student Government Association at the University of Wisconsin - Stevens Point is offering a scholarship opportunity through U.S. Bank on campus.

SGA Vice President Shantanu Pai, a senior majoring in waste management, says there is a contract between the student government and the U.S. Bank on campus if that allows the bank to have a space in the Dreyfus University Center.

"There is a flat-rate dollar value that goes into the fund when a certain percentage of students link their PointCard to their U.S. Bank account," Pai said. "This is the third year we have disbursed the scholarship under this current contract."

The money remains in the account until SGA gives it to students who apply for the scholarship. The scholarship is then reviewed by a student committee.

Scholarships are awarded to outstanding students who contribute to the university environment in one of

three ways: academic merit, university service and involvement, or inclusive excellence and diversity efforts.

Applicants for the merit award must have a cumulative GPA of at least 3.5 and show some type of involvement or success in their academic field. Students applying for the service-based award must display some type of service on campus. This can include involvement in student organizations, employment or volunteer work. All applicants are also required to submit a response explaining why they believe they are

qualified. Applicants for the inclusivity-based award must include information about how their background has contributed to diversity at UWSP.

"Twenty students can receive this scholarship, worth \$500 each, and any returning student with at least two semesters left at UWSP is eligible," Pai said.

The scholarship deadline is March 22 by 5 p.m. Applications can be found on the SGA webpage.



# Veterans Fight to Earn More Class Credits for Service

ANDY DAVIS

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Veterans that choose to attend college after their service are finding it difficult to receive recognition for credits they received through the Army/American Education Registry Transcript System.

The system offers official transcripts for eligible soldiers by comparing military education and job experience with descriptions and college credit recommendations set forth by the American Council on Education. According to the description web page on goarmyed.com, the transcripts contain information such as current or highest rank, military status (active or inactive duty), a list of formal military courses, and standardized test scores and credit recommendations developed by the council on education.

Student veterans like Chris Hofmann, a former military staff sergeant who retired after 20 years of service, are working on getting the University of Wisconsin-Stevens Point to accept more of the credits that appear on the AARTS transcript. Most often student veterans are only given two credits of wellness toward their degree.

"The credits I received didn't really reflect the training I had, especially over a 20 year period," Hofmann said.

Hofmann was initially offered two credits of wellness that appeared

on the Degree Progress Report. He said he spent over eight hours over the course of multiple days, talking with administrators and faculty about receiving more credits. He was finally awarded credits that counted as electives.

"I really tried to get the entire veteran's club with me, and now there's a big interest," Hofmann said. "I mean, people have been in Afghanistan for years, and they don't get nonwestern credits."

Hofmann's situation is atypical. Many students do not work to get more credits. Patrick Seybert only received the two credits of wellness toward his general resource management degree. Seybert said that, as a sergeant, he had to take a warrior leader course, attend infantry school and give classes constantly, yet was still required to take Communication 101, the public speaking course.

"I got an A in Comm 101 because it was easy for me. When you're a Sergeant, you give classes every day. I also had to take nonwestern culture classes after being stationed in Iraq for 27 months," Seybert said.

The difficulty of this issue lies in the disconnect between class credits and "real world" experience.

"I understand that I can't just say 'I did this, give me credit,'" Richard Gaffney said. Gaffney served as a military medic for seven years, and was required to take Healthy American, a freshman level wellness class.

"I was a trauma medic. I was in charge of \$3 million of medical and military equipment and people's lives every day," Gaffney said.

Gaffney said that taking the class was not a problem, it was just a waste of time and money. Under the Serviceman's Readjustment Act—informally known as the G.I. Bill—the cost of tuition, books and living is covered for 36 months. These student veterans are using the government's money to pay for things they have already learned.

"I haven't stopped talking about it since I've gotten here. It's tragic," Hofmann said. "These are human beings who have learned how to do something, and they have to learn it again."

"Financially, for the state and national governments, it's a waste," Gaffney said.

Gaffney said that his last semester will consist of three to four credits that could have been covered by his military transcript.

UWSP is working actively with the Veteran's Club to increase the number of accepted credits. Gaffney mentioned that there is currently a proposal that, if implemented, will analyze individual transcripts and compare the recommended credits to existing classes at UWSP.

As more information becomes available about this issue, The Pointer Online will be updated.

## GREEN FUND APPROVED

On February 28th the Student Government of the University of Wisconsin Stevens Point voted to put the question of whether or not to allocate \$12.00 per student per year for the establishment of a student controlled Green Fund to the students of the University of Wisconsin Stevens Point. The referendum question will be included on the ballot for SGA elections running from March 15th to March 21st.

If passed a fund totaling over \$100,000 a year would be established for the purpose of supporting large scale capital projects for the purpose of furthering sustainability initiatives. The proposed fund would be managed by a group of students elected from interested student organizations and students at large. These students would also be responsible for creating a three year strategic plan designed to utilize the fund to measurably reduce the university's ecological footprint.

The fund is also intended to serve as a mechanism for increasing collaboration of the environmentally focused and sustainability minded student organizations and students though the proposed creation of a Green Council. Any interested individual or organization would be able to propose projects to be financed through the Green Fund.

Any questions regarding the proposed bylaws for the fund or general questions regarding the intent and goals for the proposed \$12.00 allocation should be referred to Trina Pearson, the SGA Environmental and Sustainability Issues Director, who can be reached at Trina.J.Pearson@uwsp.edu.

# Tuition Increases Inevitable- SGA Proposes Solution

KYLE FLORENCE

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After the recent introduction of Governor Scott Walker's bi-annual budget, students across the University of Wisconsin system have been anxiously waiting to see what kind of tuition increases they can expect in the coming academic year.

"As far as tuition increases go, we really don't know what we're going to be looking at for next year," said Interim Provost Greg Summers. "The governor's budget address just took place on February 20th, and in that budget address, he requested that the legislature give the UW system flexibility in establishing its tuition. We don't know whether or not that will be approved, or if the legislature will continue their practice of putting tuition caps in place."

Tuition has been raised by 5.5 percent for all UW students in the last two years. If it continues to increase at this rate, current tuition rates will double within the next 13 years. To

put this in perspective, this means that in the year 2025, UW-Madison's tuition rate could be well over \$20,000.

Summers attributes these increases to a lack of state funding.

"Tuition increases have been necessary not just in the last year or two but over the last decade because of the decline in state funding of higher education," Summers said. "Yes, we get revenue from federal sources, from grants, from private philanthropy, but the major source is state funding and tuition, so if state funding goes down, tuition goes up."

Seth Hoffmeister, President of UW-Stevens Point's Student Government Association, shares a similar opinion as Summers, rallying that tuition protection is a "huge issue of accessibility and affordability."

"The cost of higher education has gone up a tremendous amount. As the state invests less in higher education, we as students are forced to pay the difference. When you price students out of an education and then send them into a dismal job market,

how can we expect students to come to school and then stay in school?" Hoffmeister said.

Ben Hamele, a senior communication major, also believes that higher tuition rates ultimately hurt students in the long run, even after graduation.

"I honestly think it is ridiculous to raise tuition on in-state students. We already pay way too much as it is, and increasing tuition only makes it that much harder to pay off loans once we graduate from the university," Hamele said. "In the end they should make it more affordable for the people that want to go to college, not harder."

Currently, the average Wisconsin student graduates with \$26,238 in debt. 67 percent graduate with debt of some sort. Wisconsin ranks 10th in the nation for population of students graduating in debt.

In opposition to these percentages, the Student Government Association is currently promoting a legislatively mandated tuition cap to assure access

and affordability to the UW-system.

"We're advocating for a 3-4% tuition cap, so we're allowing tuition to go up, but simply at a more manageable rate," Hoffmeister said. "It's our job as student government to be your voice in the capitol. We firmly believe that college should be affordable, and we want to make sure that UW-Stevens Point is still accessible to anyone who wants to attend here."

Summers also believes that the best interests of students should be a top priority.

"Students should probably expect to see some modest increases in the future, but we also have to be sensitive as to not overprice the cost of a college degree. We can't ever raise tuition so far that the jobs that students get can't pay for the tuition that students need to pay for a college degree, as that will be a fundamentally unsustainable situation," said Summers.



## Women's Hockey Looks to Next Season

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It could be said that the Pointers women's hockey team didn't have the finish to the season they wanted.

After stunning two-seeded Adrian College in the National Collegiate Hockey Associate quarterfinals, the Pointers were outskated by the University of Wisconsin-River Falls in the semifinals, losing 7-0.

The Pointers ended the season with a 12-13-3 record and a conference mark of 9-8-3. According to Head Coach Ann Ninnemann, the Pointers were not pleased with their final result.

"I think the consensus is that we underachieved this season," Ninnemann said. "It was good for this team to go through a roller coaster season like that, so next season maybe we can bring more consistency to our play."

The season marks the end for three seniors on the team. Goalie Sierra Dart played sparingly in her senior season but managed a shutout in her only start this season.

Forwards Brooke Hanson and Michelle Lunneborg have played key roles for the Pointers every season in their four-year careers.

Hanson ended the season tied for third in goals on the team with eight

scored and also added eight assists. She finished her career with 26 goals and 24 assists.

Lunneborg tallied eight goals this season and led the team with 12 assists. Her career totals come to 32 goals and 32 assists.

While every player tries to finish their career without any regrets, Lunneborg may have a few.

**"I think we have the potential to improve and hopefully contend for a league title." - Emily Lester**

"If I regretted one thing from my four years here on the UWSP women's hockey team, I would regret any moment I felt like I didn't want to be at practice or was frustrated at practice," Lunneborg said. "Now I realize it's over and would give anything to have those minutes of practice back. Don't take any moment for granted and play each game, practice, minute of your career like it's your last. Have fun and remember why you play the game—because you love it."

Ninnemann will miss the leadership that this group of seniors offered.

"They always worked hard and played their roles well," Ninnemann

said. "They put in a huge commitment being a part of this program for four years."

Freshman Emily Lester will also miss the players graduating from the program.

"When you spend as much time together as we do, many friendships develop," Lester said. "It is always difficult to see the season come to an end, but it is exciting to think about next season."

Now Stevens Point looks ahead to next year. If experience is any indication of success, the Pointers should have a bright future.

With five of seven players that scored double-digit points this season returning, the Pointers are poised to compete for the top spot in the conference.

A big part of next year's success will fall on the current junior class, according to Ninnemann, and younger players, like Lester, will be looked at to continue developing their game.

"I think we have the potential to improve and hopefully contend for a league title," Lester said. "Hopefully we all work hard this spring and summer and come back to school ready to improve on this year's season."

### This week in sports

The University of Wisconsin-Stevens Point men's basketball team hosts Calvin College of Michigan in the second round of the NCAA Championships, Saturday at 7pm. Tickets are on sale now in the DUC.

Junior Jasmine Haines is the lone woman to qualify to compete at Nationals for the Pointers. Haines, a six seed, will run the 400-meter dash.

Five men qualified to compete in the Indoor Track National Championships this weekend at North Central College in Ill. Junior Dan Sullivan will compete in the mile, and senior Brian Thill will compete in the multi. The relay team of sophomores Dennis Haak and Daniel Ostrowski, junior Scott Berry and Sullivan also qualified.

The Pointers baseball team kicks off the season with a pair of double headers at the Metrodome starting Sunday with a double header against Gustavus Adolphus. UWSP then plays two against St. John's on Monday.

## FASTBREAK

with Sam Barber

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The University of Wisconsin-Stevens Point women's basketball team fell short of their championship hopes last Saturday in an 88-84 heartbreaker to Simpson College.

For some players that would be the end of the road; the culmination of a career on the court. But for senior Sam Barber it's a stepping stone.

"After college, I plan to make an attempt to play overseas," Barber said.

Barber seems like she can bring a lot to the table. After spending a season at Winona State, the Schofield native transferred to UWSP and immediately began contributing.

In her first season as a Pointer, Barber was third on the team in scoring, averaging just under 10

points per game.

The past two seasons Barber has led the Pointers in scoring, averaging over 19 points this season. She was voted the Wisconsin Intercollegiate Athletic Conference Player of the Year the past two seasons.

"I think I lived up to my expectations to a point, but obviously now that it's over there are a few things I could have changed," Barber said. "Overall though, I couldn't have achieved any goals without my teammates."

This season Barber ranked in the Pointers top five for every major offensive and defensive category.

Barber ends her career as a Pointer sixth on the all-time scoring list, racking up 1,329 points in just three seasons.

"No one believes that your athletic career flies by but it really does, so make the most of it."



Photo by Jack McLaughlin

Sam Barber played a key role in the Pointers' 26-4 season, leading the team with a 19.1 average.



# Pointers Baseball Set for New Season

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The start of the season for the University of Wisconsin-Stevens Point baseball team is in full swing.

The Pointers have been practicing inside for more than a month and play their first meaningful games this weekend in the Metrodome.

Stevens Point opened the season ranked 25 in Division III. The rank is lower than most years, but that doesn't change the expectations of the team according to Head Coach Pat Bloom.

"We are going to compete at a championship level and be a good representative of UWSP," Bloom said. "That's been the standard for this team even before I took over."

According to junior centerfielder Casey Barnes, the team knows the expectations are there, they just have

to play their game.

"The ways we deal with those expectations are to almost put them out of mind," Barnes said. "Since our coaches and players expect great things, we know what must be done."

To play at that championship level, some talent is needed. Barnes believes this team has no lack of talent.

"The team looks great right now," Barnes said. "We have a competitive bunch of guys, and I am anxious to see how we will perform this year."

The Pointers have the talent in place to compete with anybody, but earlier in the fall season the team hit their first bump in the road.

Cam Seidl, last year's Wisconsin Intercollegiate Athletic Conference Pitcher of the Year, experienced pain in his throwing arm. Seidl required season-ending Tommy John surgery.

To make matters worse, Brady Nelson, a sophomore relief pitcher,

also needed Tommy John surgery.

"They are the first two Tommy John surgeries in the program since I've been here," Bloom said.

The bad luck may not affect the Pointers as much as other teams, as they have the luxury of a surplus of arms.

"We have 14 guys that could contribute solid innings for us this season," Bloom said.

The Pointers return six of the eight players that contributed at least 15 innings of work last season. On the offensive side, the Pointers return a number of key bats as well.

Every position player currently projected to start got at least 40 at-bats last season. Three of the top four hitters will also be back to anchor the lineup, including Division III pre-season All American catcher Ryan Schilter.

According to Coach Bloom, the biggest help this year didn't come

from a new recruit but the addition of seven assistant coaches.

"It makes a huge impact on the development curve for our players," Bloom said. "The freshmen have improved at a faster rate than years past."

It may be early, but the question remains the same. How far can this team go? Barnes and Bloom both had similar responses.

"I do believe that this team could join previous teams in winning a conference championship and potentially moving deep into the postseason," Barnes said.

Bloom echoed what Barnes said by stating that this team could absolutely make a deep run in the postseason. He added that they have a chip on their shoulder after the disappointment of last year.

"This year it's about earning it," Bloom said.

## PITCHING ROTATION

### Starters

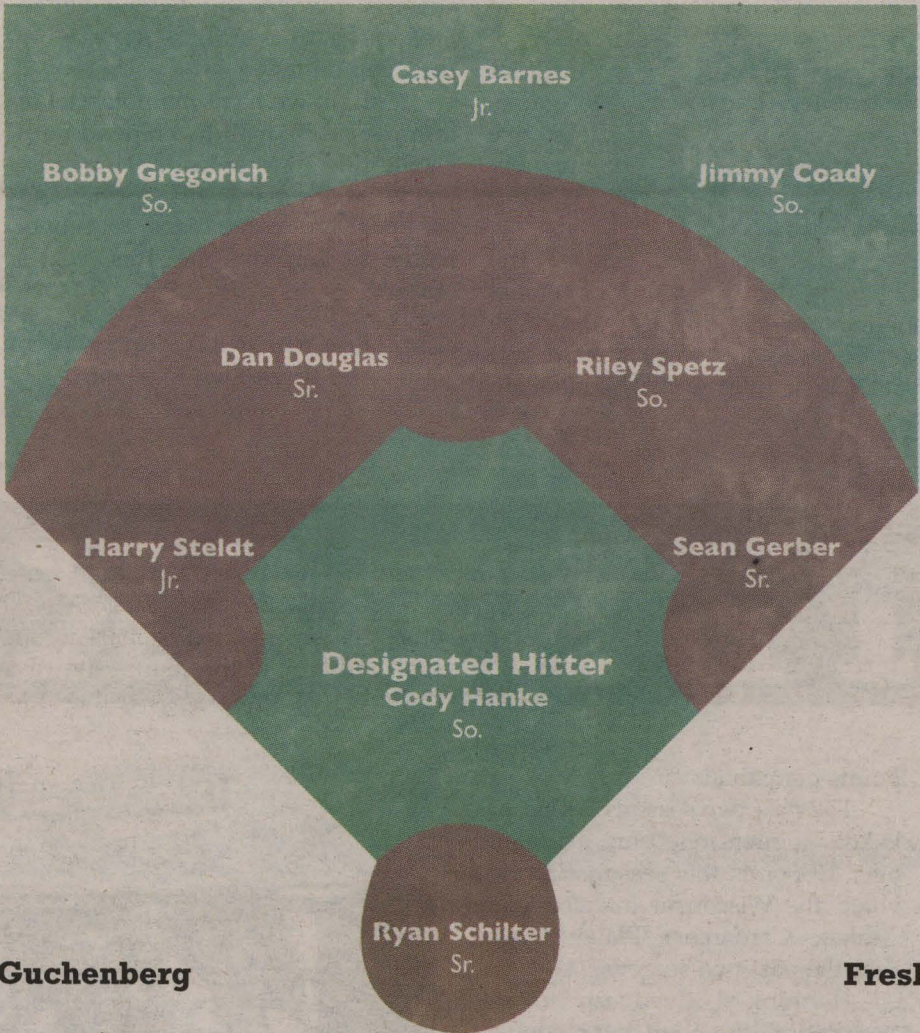
Max Fredrich	Jr.
J.P. Feyereisen	So.
Zach Wendorf	Jr.
Brad Stroik	Jr.

### Spot starters/relief

Tyler Flood	Jr.
Ben Messenger	Fr.

### Relief

Jake Herbst	Sr.
Nash Bell	Jr.



## POINTERS HOME SCHEDULE

Date	Opponent
3/30	St. Norbert
4/3	UW-Oshkosh
4/10	UW-Oshkosh
4/13	UW-Whitewater
4/14	UW-Whitewater
4/17	UW-Stout
4/23	Ripon
4/24	UW-Stout

Freshman Outfielder: Bryton Guchenberg



"He's very athletic but he was rough coming in skill-wise. He has sharpened up his technical skills to where it looks like he can hit at our level." - Head Coach Pat Bloom

Freshman Pitcher: Ben Messenger



"He's a left-hander that has really showed us some nice things on the mound. He's a very competitive kid with great arm speed and nice pitch movement." - Head Coach Pat Bloom

## Newcomers to Watch



## Using Social Media Professionally

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The Central Wisconsin Social Media Conference, organized by the University of Wisconsin-Stevens Point's Continuing Education/Business Outreach and the Small Business Development Center, took place on Tuesday, March 5 in the Dreyfus University Center.

The conference was designed to help businesses and organizations learn about using various platforms of social media to grow their business and enhance their brands. Presenters who use social media to enhance their businesses were brought in to share their successes and experience with like-minded business people.

Tim Krause, an assistant professor who spoke about the role of social media for small business owners at the event, says that social media is important because it is starting to replace traditional media.

"Some of the biggest news stories lately have broken on social media networks, like the death of Osama Bin Laden on Twitter hours before it was officially reported on CNN," Krause said.

Dorothy Snyder, the Business Outreach Specialist and coordinator for the conference, also thinks social media

is important, especially for smaller businesses that may not have a large marketing budget.

"Business owners or staff can communicate with customers and potential customers without spending a lot of money on traditional marketing avenues," Snyder said. "Brand, image, and interesting content can be shared and enhanced, as customers or clients are, in many cases, more likely to do web-based searches than look through traditional marketing materials."

Andrew Stoner, a communication professor who spoke at the conference, agrees but says that there are countless examples of companies and organizations that start Facebook pages with no concept of who will even look at it or interact with them.

"For some companies, it makes perfect sense. For others, it seems rather silly. Figuring all that out can be a challenge," Stoner said.

Eva Donohoo, assistant to the dean for communication of the College of Professional Studies who spoke about building community through social media, thinks that social media is all about relationships and customer service.

"Professionally, I use social media to share the stories of the UWSP College of Professional Studies with businesses, media, and national

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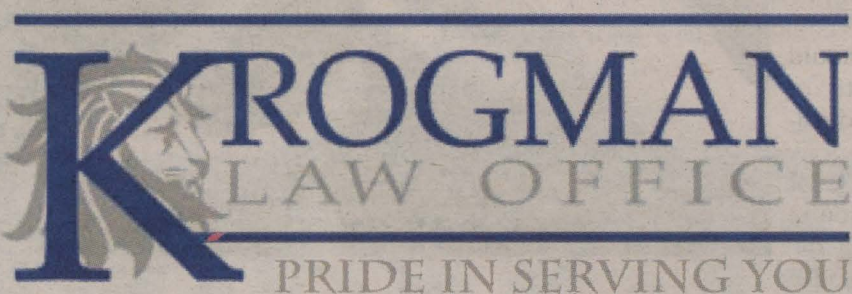
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organizations. I also help answer questions and build a community with prospective students, current students and alumni," Donohoo said. "Personally, I use it to network with other marketing professionals in the state and around the country in ways I couldn't do otherwise, whether it be because of resources or time."

Krause believes that there are a lot of benefits from social media, such as how smart phones keep us connected. But he also sees the flip side.

"There are parts of the world that are empowered by more open communication than they've ever seen in the past. At the same time, though, social media encourages us to surround ourselves with others who think, feel and act like we do," Krause said. "It insulates us from others with differing opinions if we're not careful."

Stoner remains skeptical that we have become more social as a result of social media.

"It's like walking across a lake that is only six inches deep. We get our feet wet, so we get the sensation of swimming in the lake, but we don't fully experience everything that we would in a regular lake," Stoner said. "We can walk across a lake covering many acres quite easily, but is that experience equal to or superior to a

regular lake on a hot summer's day?"

Donohoo, who has lived in various parts of the country throughout her life, is thankful for social media keeping her connected.

"Staying connected is so much easier with all the social media tools we have. I'm able to see friends and family on a daily basis, no matter where I am or where they are, thanks to social media," Donohoo said.

Brittany Rossman, the Event Coordinator for University Relations and Communications who also spoke at the event, agrees.

"I am linked into the local newspapers and TV stations through my Twitter account, and that is the only way I really get news now. I think as a society we expect things to happen quickly, and social media allows that to be successful. We communicate with each other at all hours of the day, and interactions are immediate," Rossman said.

No matter what your major is, social media is probably a part of your daily life and will continue to be after graduation.

"It's not just for communication or business students. Gaining an understanding of how to communicate is an immeasurable tool for any career," Donohoo said.



# Taste of Wisconsin Offers Tasty Opportunities

KYLE FLORENCE  
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This past Friday in the Dreyfus University Center, students were able to take a mouthwatering look at our Wisconsin heritage at the annual event aptly titled Taste of Wisconsin.

"Taste of Wisconsin is an annual event that showcases different food and drink lines from around the state," said Operations Coordinator Myriah Otto. "The main purpose is educational, to show people what's being made here in Wisconsin."

Otto explained that the event is a longtime University of Wisconsin-Stevens Point tradition, which was started almost fifteen years ago and has grown considerably since.

"The event first started in 1998 showcasing the Stevens Point Brewery, but currently we're up to 32 different vendors, which is probably the biggest the event will ever be," Otto said.

Deanna Deisling, a UWSP alumnus who has organized Taste of Wisconsin in the past, returned on Friday and was pleased with this year's showcase and its turnout.

"Everything is super well organized, and the turnout actually exceeded my expectations," Deisling said. "There's quite a few breweries here that I didn't think we're able to get here."

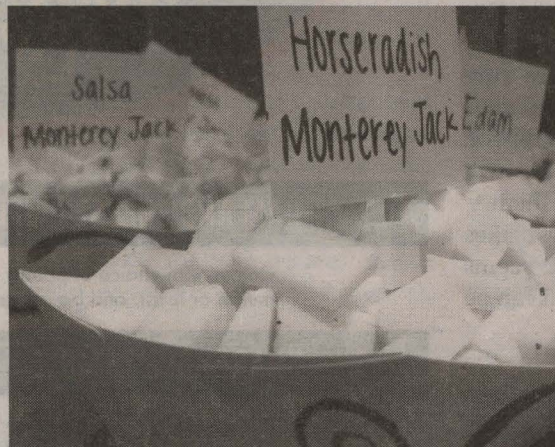
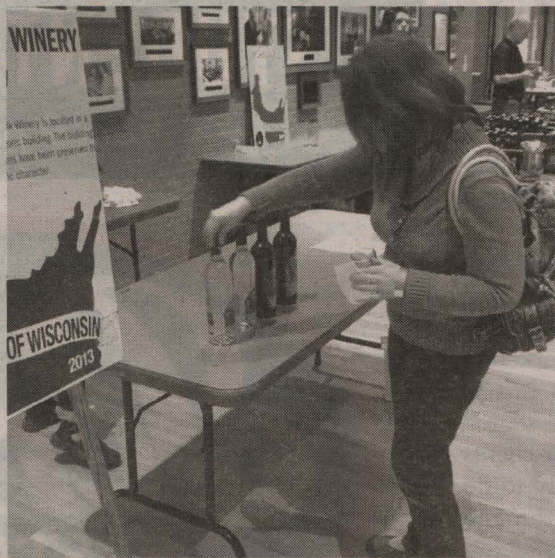
Kurt White, also a returning alumnus, shared a similar sentiment.

"I'm all about Wisconsin," said White. "I love supporting my home state, and I think it's pretty sweet that UWSP students have this kind of opportunity so close to home."

Claire Riordan, a junior at UWSP, was also pleased with the event.

"I really like beer," said Riordan. "I'm a home-brewer myself, so it's a lot of fun to be able to talk to the other brewers and get their take on things."

Taste of Wisconsin also serves as a valuable marketing event for the attending vendors, especially those whose products may not normally reach Stevens Point students.



Photos by Emmitt James

In an event that began almost fifteen years ago, The Taste of Wisconsin, which was held this past Friday, is a showcase of drinks and food from across the state.

Marc Buttera, the president and founder of the locally run Oso's Brewing Co., has been attending the event for two years now and said that he "wouldn't miss it."

"Tonight's been just great," Buttera said. "We're getting a lot of people who are getting to try our stuff for the first time—hopefully, they'll like it and continue to buy from us in the future."

According to Otto, students should make every effort to attend Taste of Wisconsin in the future, as it is fun, educational, and reasonably priced.

"Twenty dollars may seem like a lot at first, but when you look at all you're getting, you realize it really is worth the money," Otto said. "It's educational and a good way to drink socially and have fun."

## Alumnus Returns with Electrifying Dance Performance

ERIK KERSTING  
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The University of Wisconsin-Stevens Point is host to many great alumni, among them Martin Ortiz Tapia. Ortiz Tapia, a former triple major in Dance, Spanish, and Music during his tenure at Stevens Point, returned to his college town on Feb. 27 and performed as a dancer at Sentry Insurance with Giordano Dance Chicago, a renowned dance company.

Ortiz Tapia has excelled professionally in the dance world, even going so far as to be called the "Swiss Army Knife of Chicago Dancers" by Dance Magazine. He is described in nearly every article about him as an extremely hard worker. In a field where hard work is part of the territory, this is a great compliment.

"I have been always a very determined person where persistence plays a very important part in my life. I guess I get that from my family," Ortiz Tapia said.

Ortiz Tapia, who moved to Wisconsin with his family when he was 14 years old, had a long way to go in order to get where he is. Unlike many dancers, he did not even start dancing until college, where he picked it up naturally through UWSP's dance program.

"This is where I started dancing! The faculty has always been wonderful," Ortiz Tapia said.

His schooling here helped give him the tools to succeed, and he recognizes this, saying "...I'm dancing in an amazing Dance Company thanks to [UWSP's] schooling."

Ortiz Tapia is a family man at heart

and is incredibly thankful to his own for all the help they had given him.

"They always have been there for me, and I consider myself a very lucky guy with a family that is everything to me," Ortiz Tapia said.

His biological family isn't the only one that is important to him. His dance company is a family as well.

"The company is just a beautiful family of dancers," Ortiz Tapia said. "I am so proud to be part of this family."

Ortiz Tapia isn't just a great professional dancer. He is also a great dance teacher to underprivileged youth in Chicago through Giordano Dance Chicago.

"I teach first, second and seventh grade science and health with dance education. I truly enjoy this part of my job as well because I know how valuable education really is," Ortiz

Tapia said. "Dance is not only a beautiful art. It can also be described as exercise, therapy and definitely a way of life because it helps you build great discipline with hard working skills that most definitely can be used towards a healthier and happier life."

Elizabeth Smith, a music major at UWSP, enjoys seeing the success Ortiz Tapia has gotten in his field of study.

"It reminds me why I'm here at this great school and why I do what I do," Smith said. "Getting the chance to see what can be achieved is encouraging and inspiring."

Ortiz Tapia is surely an inspiration for all aspiring artists at UWSP and an encouragement to keep doing what they love.



# Yoga For Everyone

AARON KRISH  
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As a means to promote health and wellness in the community, Matt Cooke and Justin Weichel established a new yoga and meditation club.

"We promote sharing knowledge of the practice," Cooke said. "It's basically like a small community where people can have fun or be connected to each other or to a higher self."

The idea for the club came from Weichel's internship experience in London last semester. With this positive experience and support from Cooke and others on campus, Weichel started the organization.

"There was a divinity within us to grow a group of mindful individuals and then share the experience. We're promoting people to self-actualize," Weichel said.

Since the beginning of the semester, the organization has done little to promote or publicize its meetings. Attendance is largely from the Allen Center's free weekly yoga sessions. The club also has close connections with the International and Chinese clubs on campus.

"There seems to be a pulse on

campus that we've tapped into," Cooke said. "There was a lady in the community who tried to start something similar who supports us, as well as the owner of Point Yoga. There has been such an outpouring of support from so many people."

The duo puts together a variety of different practices each week. Weichel starts with a centering exercise and guided meditation. There is usually 30 minutes of yoga. After, the group talks about other things in relation to member experiences or to yoga.

"The central idea is that we are trying to dig deeper in conversation and share how this experience through yoga and meditation is going for us," Weichel said. "Everyone has an interesting story to share, and we learn the most from our members."

The group continues to grow weekly, and the campus and community continue to show an immense amount of support. In fact, not only are students welcome, but Cooke and Weichel welcome any faculty and community members interested to join, even going as far as to having guests teach sessions at times.

"No meeting is ever going to be

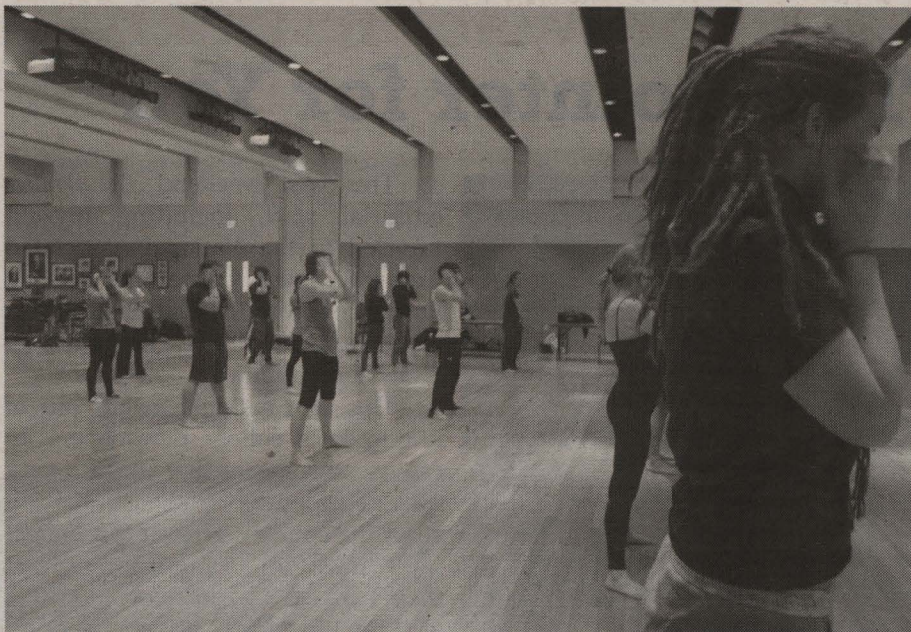


Photo by Samantha Feld

During a Qi Gong workshop held at the yoga and meditation club meeting, members go through tapping movements as a part of the sequence.

the same. There is always going to be something new, fresh and alive," Cooke said. "It lets people find something for them to be a part of something bigger than themselves."

As the semester continues and the weather improves, Cooke and Weichel plan on doing yoga on the river, leading meditation walks through Schmeekle Nature Reserve and showing different

documentaries about yoga and meditation. They are always open to new ideas and new members.

The yoga and meditation club meets weekly every Wednesday at 7:30 p.m. in the DUC Laird Room. All are welcome to attend the meetings. Contact Matt Cooke or Justin Weichel for involvement questions or ideas to explore self-development.

# Commitment to Country, Leadership and Academics

AARON KRISH  
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As we go through our college careers, many of us search for a purpose, for that one commitment to tie all our experiences together. What if you could find this commitment to serve through an opportunity to obtain a degree and be in the military at the same time?

The Army Reserve Officers' Training Corps (ROTC) is a program designed to train college students to be future leaders of the U.S. Army and of the country through related coursework and physical training. On completion of the degree, students earn a commission as a second lieutenant.

"It's about taking a commitment to serve," said upperclassman Cadet Thomas Fritz. "I've wanted to join the military since I was in high school, and this seemed like the time to do it."

"I was a senior in high school when I joined the National Guard," said Cadet Stefanie Wolosek. "I got a call from a recruiter and met with him and basically asked a lot of questions. It felt like a calling to me."

ROTC allows students the chance to join the military while achieving an undergraduate degree of their choice. As a cadet, students also have a military science minor involving physical readiness training, classroom coursework and leadership labs.

The program is split into basic and advanced levels of study.

"Your first two years as a cadet, you're basically there acting as a sponge to learn as much as possible," Fritz said. "If you choose to continue into the advanced course, it becomes

more rigorous, and you work and plan ROTC into your daily routine."

Students can join ROTC and participate in the first two years of the program without having an obligation to serve in the military. If they choose to continue on and finish their degree through ROTC, directly after graduation they actively serve and put their degrees to work within the military.

While the financial support from the program is a major factor in cadets' joining, both Fritz and Wolosek explained further their reasons for joining the program. They explained that sometimes it is more than the money. Both intend to have a 20-year military career after graduation.

"It's a great experience and a great honor to serve my country. My decision to do this was not based on the glory of it but more having a self-fulfilling experience," Wolosek said.

Fritz's experience joining was a little different. His father served in the military during the 1980s and provided a good life for his family. However, he did not want them to go through that and wanted Fritz to get an education. Eventually, Fritz's father came around and allowed Fritz to join ROTC because it was a different approach to joining the military and allowed for an education.

"I did my research on the program and just had the feeling that it was the right thing to do at the time," Fritz said. "When I first joined, I had a mentor and I've made myself available in the same way to new cadets. I'm proud to put on the uniform, and my family supports my decision now."

ROTC offers cadets the leadership

they need to succeed as officers in the U.S. Army while obtaining a college degree. On top of this experience, ROTC offers a lifestyle that is quite different than an average student's. It

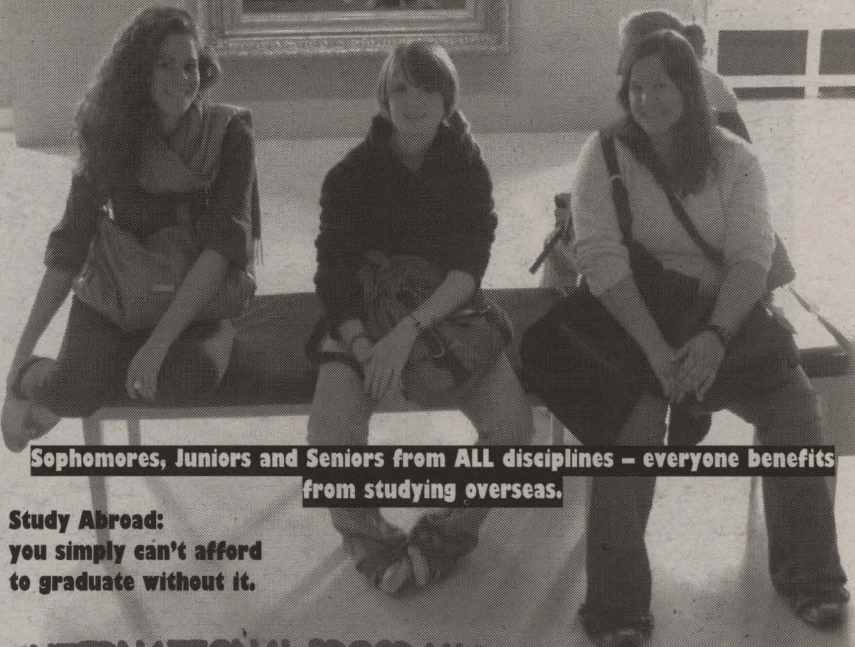
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# OPINIONS

## The Pointer for You



**NATHANAEL ENWALD**  
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**A LETTER FROM THE EDITOR**

This past weekend *The Pointer* editorial staff, including myself, traveled to the National Associated Colligate Press Conference in San Francisco where *The Pointer Newspaper* was awarded 10th place in the Best of Show competition.

This is a national award out of hundreds of college newspapers. In essence, this means that UWSP's very own newspaper is ranked in the top 10 of the country. First and foremost my thanks goes to my staff, without their hard work and dedication this could not have been accomplished.

I feel that their passion for improving our publication has officially paid off and I hope they are proud of what we've accomplished. *The Pointer* has started its rise from the dust of obscurity and once re-entering the realm of respectability.

I have another thanks to make. I thank you, the reader. Without you there wouldn't be a need for our newspaper. A publication without readers is not a publication, and our

readership has been growing.

I think this would be a good time to bring up something that has been itching at me. I'd like you all to know that I've published every letter to the editor I've received. Unfortunately, that hasn't been many. That upsets me.

I'm not upset at you, the readers, but rather the cultural shift that's made journalism a one-way street. Journalists write stories; you read them, the cycle ends. I think that should change.

Ideally, I want my paper to be an open forum of thoughts and ideas. I had one student tell me he thought we wouldn't publish a letter he wanted to write because it was in direct opposition to an article we wrote. I'll tell you what I told him, I encourage opposition.

Opposition begets discussion. Discussion begets learning. Learning begets wisdom. Not to say that for something to be productive it must be in opposition to a point, what I'm

saying is don't be afraid to submit to us.

I want my inbox blasted with letters and passionate opinions; I want to know you're all alive. It's discouraging to me that this is a college campus and our opinion section is light each week. I've had offers of things to fill the section with other subject material but I'm hesitant. I want that space for *you*.

Of course I can't promise everything will make it into the paper or onto the website. Personal attacks, intolerance, and unprofessionalism will not be tolerated. But that should be a given. Besides, you're submitting something to be published. People such as future employers, can Google your name and will be able to see it. Take pride in your thoughts, present them well.

That's my challenge to you. My email is above. Our email is in the front of the paper. Get opinionated.

## PHOTO OF THE WEEK



Members of *The Pointer* staff in San Francisco for the National Associated Colligate Press Conference.



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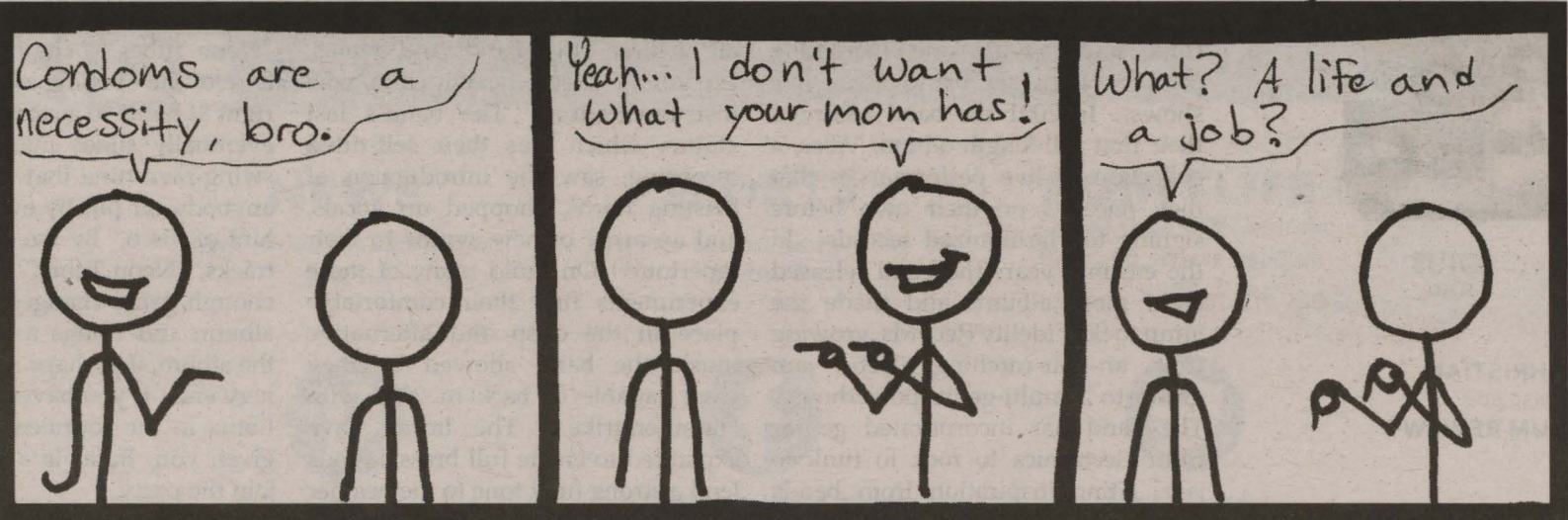
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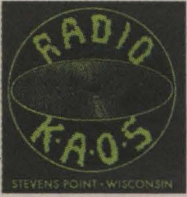
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# ALBUM REVIEWS BROUGHT TO YOU BY:



## Ben Harper – Get Up!



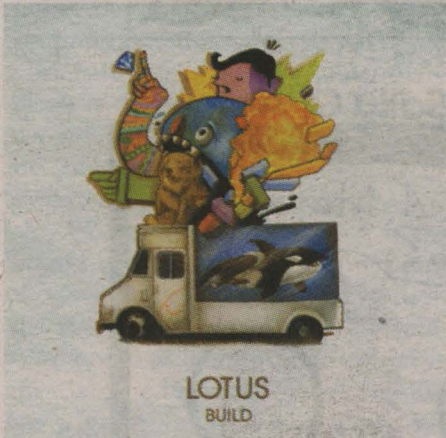
JESSE HINZE  
jhinz431@uwsp.edu  
goFM ALBUM REVIEW

Ben Harper's latest album, entitled *Get Up!* (released on Stax records, the illustrious home of some of soul music's greatest recording artists, such as the immortal Otis Redding and the much lauded house band for the label midway through the last century, Booker T and the M.G.'s) is another exercise in the mid career renaissance being enacted by Harper over the last several years, which has included such highlights like 2007's *Lifeline* (which showcased the broad range of style's he's mastered over the years, with the emphasis lingering towards soul ballads presented from the singer songwriter standpoint) and 2011's *Give Till It's Gone* (a meditation, seemingly, on Harper's failing marriage at the time, which he handles with grace, even when the lyrics can become uncomfortable due to the way they cut to the heart, much the same way one feels when listening to Beck's *Sea Change* or Bob Dylan's *Blood on the Tracks*), both of which have signaled a career

trajectory that has become hard to peg, much the way Jack White, free from the once great but then self stifling White Stripes, has taken his music in several directions all at the same time, with projects ranging from *The Dead Weather* to *The Raconteurs* to his ongoing solo tour with two backing bands (with both an all male backing band, as well as an all female troupe, both of which have expanded his sound in directions one would have once found unfathomable).

All of the aforementioned things have led to this album, which I find to be Harper's strongest work in his career to date, at this point, for a variety of reasons, mostly (in direct relation to the Jack White comparison made earlier) because of his collaborator on the album, Charlie Musselwhite, noted longtime blues harpist who for many years contributed to John Lee Hooker's top notch backing band, who has brought a new element of inspiration to this album, pushing the sound towards a pure blues/rock fusion that has, over the last few years, become a fad in the music industry, with acts such as *The Black Keys* and *Gary Clark Jr.* making a major mark with a similar reliance on the genre, only, when Harper does it, the sound comes across as much more pure, and with a depth in feeling that neither of those more popular artists have matched as of yet. In short, this album is well worth your time, as not only a gateway into the music of Harper (as well as springing boarding one into an exploration into the back career of the fabulous Charlie Musselwhite), but as an example of what real, not commercial, music is meant to sound like.

## Lotus – Build



TAYLOR CHRISTIAN  
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goFM ALBUM REVIEW

Lotus have been a landmark in the scene of jamtronica music for over a decade now. Formed back in '99, the band has built a reputation for producing jazz-inclined electronic funk music with one incredibly complex light set up at their live shows. In 2001 the band recorded their first full-length album, *Vibes*, a collection of live performances that they released on their own before signing to Harmonized records. In the ensuing years the band released eight more albums and made the jump to Sci Fidelity Records, growing from an ear-catching electro jam group to a multi-genre powerhouse. The band has incorporated genres from electronica to rock to funk to jazz, citing inspiration from bands

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like *Kraftwerk*, the *Talking Heads*, *Brian Eno*, and *Broken Social Scene*.

With their brand new album *Build* we see Lotus bringing in more than just inspiration from all of these other bands and genres, expanding pretty heavily into new instrumentation. The band's last album, which was their self-titled recording, saw the introduction of blasting horns, chopped up vocals, and an array of new synths to their repertoire. On *Build* many of these experiments find their comfortable place in the crisp and alternative music the band showed us they were capable of back in 2008 with *Hammerstrike*. The horns have expanded to create full brass sounds lend a strong funk tone to the heavier

tracks, and the ever increasing synth array helps to lend additional depth to the album. The end of the album brings probably the most diversity per second of song in the two-parter "Neon Tubes." The rich, but fading tone of the opening synth would feel right at home in a crowded disco, but eventually slides into a bass-heavy swing-rave tune that snakes back in anybody off put by even the faintest hint of disco. By the end of the two tracks, "Neon Tubes" has undergone enough genre changes to be its own album, and brings a perfect end to the album, if perhaps a bit dark at the very end. If you haven't checked out Lotus in the fourteen years they've given you, *Build* is a great point to join the party.