

FOCUS

Technique • Friday, April 16, 2004

A Reddick you'll like

Senior outfielder Sorraya Reddick has been a mainstay on the Georgia Tech softball team since her freshman year. **Page 32**

Gonna get ugly

A shirtless Bubba Sparxxx failed to wow the crowd, but enthusiasm was refueled by Fuel. The 'Nique reviews Sting Break. **Page 17**



Students help design new Jake's Ice Cream

ISyE professors provide real-world project for their classes by collaborating with new Jake's at Hemphill and 10th

By Jennifer Lee
Focus Editor

Jake's Ice Cream has always been a popular destination for Tech students, so news of the location on Howell Mill closing last month was a blow to many.

However, there's good news—a new Jake's will be opening even closer to campus, in Tech Plaza, the small strip mall on the corner of Hemphill and 10th Street, next to City Cafe and Lil' Dinos. And even better news—Tech students may actually have a hand in its design.

Industrial Engineering students in professors Jane Ammons and Julie Swann's ISYE3104: Manufacturing Systems classes are collaborating with Jake's as their final class project, though it was a last minute addition to the class curriculum.

"We got lucky because I go to Jake's ice cream all the time," said Swann, "and it just happened that a couple weeks ago, Jake was there himself."

The two got to talking, and Jake found out that Swann was a professor, while Swann found out that Jake's was opening a new location right by Tech. It was the perfect timing, Swann said. "I got to think-

ing and talking to Jane [Ammons, and] said, this would be a great project for the class."

"She talked him into it," Ammons added. However, both professors pointed out that Jake's was also very willing to work with them.

"Jake's is very interested in building community, and...making the

"I go to Jake's...all the time...it just happened that a couple weeks ago, Jake was there himself."

Julie Swann
Assistant Professor, ISyE

ice cream shop part of the greater community," Swann said. "So this was an opportunity for him to do that."

The students work in groups of one to four, which means that at the end of the class, there will be at least 25 or more final designs for Ammons and Swann to present to Jake's.

Since this Jake's is slated to open

at the beginning of the summer, there wasn't much time: students were only given two weeks to work on the project. In addition, it is much more open-ended than a regular test or project.

"We didn't package it ahead of time for the students," Swann said, pointing out that for most projects, the students receive a packet that includes all the information they need for the project. "Students had to figure out what the right questions were, just like you might on a real consulting project or like you might do in senior design."

In addition, she said, there are two separate elements of the project that need to be addressed: the workplace area itself, which includes the machines, inventory and ice-cream-making equipment; and the other parts of the facility, which include the sofas, chairs and tables.

"They have to think about customer flow and what they want as students," Swann said. "So it's also an opportunity for them to be creative, [because] Jake's really wants to make this facility catered to Georgia Tech students."

However, the creativity aspect may be one of the toughest things about the project, according to stu-

dents. Though the students have had two site visits to scope out the space, take measurements and ask questions of the new location's manager, there are still lots of unknowns. When I sat down to talk to one of the groups this week, their table was covered in rough preliminary drawings.

"Did they happen to give you dimensions on things, since they didn't tell us that?" asked Melissa Vanderwood, a third-year Industrial Engineering major in Ammons' class. "The hardest part is

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Q100 road trip makes for Final Four memories

By Kristin Noell
Contributing Writer

Tech making the Final Four was the big news of the year, and many students were willing to do whatever it took to get to San Antonio and support the team. Joey Spanjers, a fifth-year Management major, and some of his fellow Alpha Tau Omega brothers were among those who planned to find a way to get to Texas.

"When [people]...asked me how we were going to do it, I said, 'That's all details, we'll fig-

"We did call-ins throughout the trip... we'd call in the radio station and leave messages."

Joey Spanjer
Fifth-year MGT major

ure that out on down the road.' And it all worked out in the end," Spanjers said.

Luckily for them, everything did work out. A girlfriend of one of the brothers called into Atlanta's All the Hits Q100 radio station and won a Final Four road trip, and graciously gave the trip to her boyfriend.

Among other things, the prize included two RVs from Bleakley RV, free drinks from Coke, unlimited stops for free food at

any Waffle House along the way and hotel rooms in San Antonio. Spanjers said that they had "already planned on getting an RV, so...it made it really easy because we already had a group ready to go, and nobody had plane flights or anything."

The group consisted of approximately 15 students, including ATO brothers, girls that are friends of the house, guys from another fraternity and the two drivers (a stunt man from the

radio station and an employee of Bleakley).

Before they left for Texas, Q100's The Bert Show came to campus and did a live broadcast from the front yard of ATO house for the send-off. People from the community brought food, and the Tech bookstore donated flags and magnets for the RVs, as well as other Tech gear.

"Everybody in the area came out and supported us," Spanjers said.

Considering that they were on a road trip, the students were quite comfortable. There were only seven or eight on each RV, which left plenty of room to walk around. They had everything they could possibly need on board and only had to stop occasionally for gas.

"We were traveling first class with the radio station," he said. "They took care of us. It was

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Photo courtesy All the Hits Q100

ATO brothers and friends pose for a picture before leaving for San Antonio. All the Hits Q100, an Atlanta radio station, provided the group with RVs, food and lodging for a road trip to the Final Four.

Prof causes student to file grievance

By Joshua Cuneo
Senior Staff Writer

Tech became a hub of political controversy last month when Ruth Malhotra, a second-year International Affairs student, filed a grievance against one of her professors for political discrimination.

According to Malhotra and others in her Public Policy class, the students were engaged in a political debate over President George W. Bush's health care policy when the professor said, "You don't know what you're talking about. George Bush isn't doing anything for you. He's too busy pimping for the Christian Coalition."

It was that incident that prompted Malhotra to file the grievance, although she explained that the professor's comment exemplified the political bias that she felt had permeated the class all semester.

"She's frequently told the class...including myself, 'You're ignorant. You don't know anything,'" Malhotra said, adding that the professor would often stereotype conservatives, Christians and southerners "in a very derogatory manner...I felt the attacks were getting worse."

Malhotra's actions generated opposition from some of her classmates, such as John Putrich, a second-year International Affairs and Earth and Atmospheric Sciences major. Putrich had a different take on the incident, saying that the class provoked the professor into sharing her views when she was trying to review for an upcoming test.

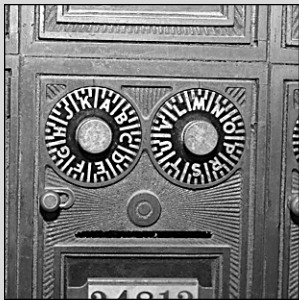
"She seemed kind of frustrated with not being on task because of the test the next day," he said.

Furthermore, he added, she was trying

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Winner receives a free student combo at Li'l Dinos

Tech
Up
Close

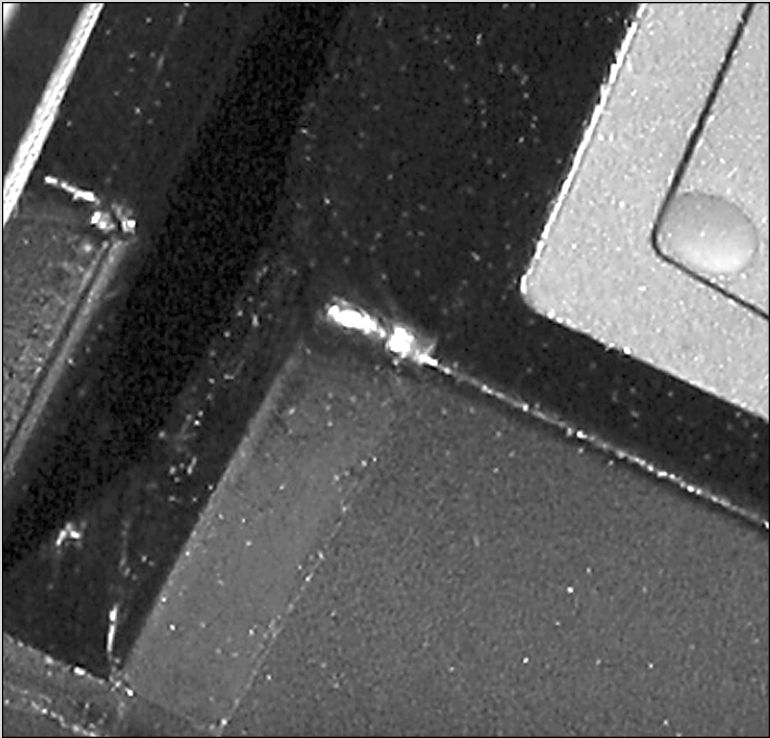


Last week's winner:
no correct entries

Last week's Tech Up
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email: focus@technique.gatech.edu



By Jamie Howell / STUDENT PUBLICATIONS

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Skinny Sliver Box

Hmm, a flamer? a friend? an enemy? Someone's been reading my slivers who know me. I actually disagree with you with that one: For RHA, that's not too much of a problem because they are doing fine, and they do have a better turnout of "lay citizens" as before. SGA, however, Oops, I did it again! The unsung heroes of GT>>>JWMBBSJHP. Go figure. Hmm...Hewitt is concerned about getting the Bball team back into class while Calhoun is trying to get his players into the NBA. Well, who's got more family class? Oh, that's right, Hewitt does! 000111 Free 0101001010 Your 001010100 Mind 001001010101 An outgoing person would be better for getting "lay citizens" into SGA. I know you can't get everyone in, but I don't want to find out that SGA has gotten worse. Why did it get cold again? I hate the physics dept and their non-working website that happens to die RIGHT before a major 6th test!!! Pretty sneaky Adrian Damn automatic flushing toilets...you never work right... I'm so tired of all the ignorance and incompetence of Ga Tech faculty, administration and staff Down with capitalism! Why is a UGA grad speaking at our graduation? And why is our governor named Sonny? Congrats to the GT Cheerleading Squad, Dance Team, and Buzz for their big wins at competition! YA'LL ARE AWESOME! GO JACKETS! 15 days until graduation! Congrats on your wedding, Tony! Thanks to all my loyal sliver readers...I will miss you... The sliver will return in the May 28 issue, brought to you by the new sliver girl. Bye bye!

Jake's

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that we don't have specifics, we don't know how long stuff is, how wide stuff is, and we don't know exactly what they have, so we don't know what we can include," she said.

In addition, much like a real world project, the students have to work with shifting criteria as the project goes along.

For example, the manager had said that they are looking at creating soundproof booths with drafting tables for students who want to work or study. Groups must also take into account things like a two-sided fireplace, which has been a fixture for some of the other Jake's locations.

Because they just have a general idea of space constraints, and much of the furniture and equipment has already been purchased, the end result will mostly be something on which Jake's can base their ideas, rather than a concrete design.

"We have a feeling that that's

sort of what they're looking for, because when they're actually going to start setting this stuff up, if they use one of our suggestions, they're basically looking for a plan to go off of," said Kevin Keene, another student in the group.

"This isn't interior design...you have to find the line between layout and engineering."

Melissa Vanderwood
Third-year ISyE major

The main thing the professors are looking for in the project is for the students to be able to justify their designs in terms of the concepts they have learned in class, such as flow, efficiency and cost.

"They only have about \$5000 to work with in addition to what they're

already set out, so if we have some new idea for TV or something, we'd really have to really justify that in terms of how it's going to help them," Keene said.

For the project, the students are required to come up with one final design and three to four alternate designs for the space. They presented their final project this week in front of the class, with representatives from Jake's present. Students also gave critiques of their peers' designs, much like an architecture review.

"I'm looking forward to seeing what they do," Ammons said.

However, Vanderwood noted, "They kept saying that this isn't interior design...you have to find the line between layout and engineering."

The project was met with mixed reactions from the 100 or so students in the classes, perhaps because it came at a busy time for students, with finals coming up and other tests and assignments due.

"Some of the students...were asking if this could be an optional project; some people clearly wanted to have a test," said Keene, "even though I prefer this to a test any day of the week."

In addition, the fact that it is Jake's Ice Cream serves to—well, *sweeten* the project. "It is neat to tell other people about it [who are] just asking what's going on with school," said Brad Gammill, another member of the group.

"It's better than some made up textbook problem that is all cookie cutter."

"And when Jake's opens, and we go, maybe we'll be like, 'Oh, we suggested that,' and...that's kinda neat to think about," Vanderwood said.

"[When] I'll take someone in there, I'm going to tell them it's my design anyway," Gammill joked.

"Unless something's bad about it," Vanderwood retorted. "Then it's not your fault."

Harvard, UPenn withhold data to protest college rankings

By Cindy Yee
The Chronicle

(U-WIRE) Duke University, N.C.—In a move intended to protest college rankings that are often seen as misleading and unfair, Harvard Business School and the University of Pennsylvania's Wharton School announced they would no longer fully cooperate with news media creating such rankings.

Harvard and Wharton's decision was announced Tuesday after the two schools—both of which have ranked among the top five MBA programs in numerous publications for years—refused to release current and former graduate students' contact information to *Business Week* for the magazine's biennial survey of MBA programs. The magazine typically uses the contact information to help measure students' levels of satisfaction with their education.

David Lampe, a Harvard spokesperson, told *The Chronicle of Higher Education* that the business school's decision was not meant to limit the information available to prospective students.

"Our interest is not in restricting information, but in improving the usefulness and transparency of that information," he said. "The media haven't paid particular attention to the rigor of their method or the real needs of the students."

Both Harvard and Wharton will continue to provide basic data, like class size, to news media.

Discussions about college rankings are by no means limit-

ed to the nation's business schools. Christoph Guttentag, Duke's director of undergraduate admissions, said he has long been concerned about the rankings systems used by popular news media.

"Rankings are inappropriately reductive in the sense that they take these large, complex, multifaceted, outstanding institutions and reduce all of those qualities to a single number that eliminates any sense of richness of an institution," Guttentag said. "They appear to be objective when in fact they're not."

Karen Kemp, senior public relations specialist for the Sanford Institute of Public Policy, said administrators at Sanford have thought long and hard about effective ways to encourage organizations that rank schools to rethink their methods. Sanford administrators have enlisted the support of professional groups like the Association for Public Policy Analysis and Management and the National Association of Schools of Public Affairs and Administration in expressing their concerns to the news media. Kemp noted that no one at Sanford has suggested the school withhold information like Harvard and Wharton.

"We've used what you might call other channels to communicate about our desire to see these numbers looked at closely," she said. "Frankly, it hasn't had much effect. *U.S. News and World Report* this year did their rankings the same way they did them in 2001."

Guttentag noted that there is some merit in the rankings pro-

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Photo courtesy Jane Ammons

Students in Jane Ammons' and Julie Swann's ISYE3401 survey the empty space that will be the location of the new Jake's. They are designing possible layouts for the ice cream shop as part of a project for their class.

The Technique

We're the South's liveliest college newspaper.
We worked hard to earn that title.

Prof

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to make a point regarding political parties and debating an issue in the real world. "[The students] would make a statement that was obviously a partisan platform, and she would respond to it from the other side," Putrich said. "They would get *mad* because she was disagreeing with them, [but] they had no basis to back [their views] up. She was showing them...in the real world, if you make a statement about policy, you'd better have something to back that up with."

Both versions of the story are supported by other members of the class. The professor, whose name is protected by Tech's confidentiality agreement, was unavailable for comment.

While student academic grievances are normally filed and investigated in strict confidence, Malhotra has found herself in the spotlight as a player in the larger issue of intellectual freedom on college campuses.

She testified before the Georgia Senate in support of SR 661, the Academic Bill of Rights, which formally discourages discrimination against students due to their political or religious beliefs.

"While [professors] need their freedom...to be creative and original...the imposition of strong political biases becomes a pattern...that stifles freedom and creates hostility within the class," she said.

Putrich, however, is among those who oppose the Academic Bill of Rights. He and others fear the movement may place damaging restraints in the classroom.

"Groups of students who don't like a particular professor are going to find a way to...prove that they're going against this freedom act," Putrich said. "In principle, [the bill is] a good idea, [but] I think that it's an unnecessary bill."

Alex Suarez, a third-year Public

Policy major and SGA Public Policy representative-elect, has a more middle-of-the-road opinion. "I think it's a good movement so long as it doesn't devolve into a witch hunt for the professors on either end," he said.

The bill was authored by David Horowitz, who made headlines in 2001 by denouncing reparations for descendants of slaves. He has since founded a national organization called Students for Academic Freedom, which dedicates itself to opposing what it perceives to be increasing political bias on college campuses. Malhotra is presently involved in starting a chapter at Tech.

Malhotra captured further attention when the *Atlanta Journal-Con-*

"Academic freedom... is not penalizing students for expressing a relevant conviction or view."

Ruth Malhotra
Second-year INTA major

stitution publicized the incident in an article on March 25.

Putrich, who saw the article, co-authored an editorial in the *AJC* in response.

"[The incident] will create a stigma of 'If you're a conservative, here's one less place for you to go to school,'" he said. "We didn't really think that was fair to the school or to [the] students."

"I believe [the editorial] completely misrepresented both the general issue of academic freedom and the specific facts of this particular case...and a lot of what they said isn't true," Malhotra said in response. "My concerns have never been a personal issue...and I [did] not investigate the situation... We only re-

sponded when the professor herself would bring up a topic or issue for discussion."

But Putrich emphasized that he's never noticed any apparent bias. "I've never encountered a situation where I've felt that the professor...needed to punish me for my views because of what I would say in class," he said.

Suarez agreed. "I disagree with some of my professors, but it never affected my grades," he said. "That's what I think the main criterion there for determining whether bias exists."

But it does exist, Malhotra said. "Ever since I came to college, I've noticed a bias either in the way the professor conducts the class [or] the skewed selection of textbooks."

Backers of the Academic Bill of Rights have focused on discrimination against conservatives by liberal professors, but Malhotra said the political affiliation of the professor is irrelevant.

"I'm not here to say 'fire all liberals,'" Malhotra said. "One of the most effective professors I've ever had is also one of the most left...[but] she conducted her class very objectively, fostered discussion and debate, encouraged dissent."

However, Putrich did praise Malhotra for taking action against a perceived wrong.

"She filed a complaint, and that was her right, and that was...the correct way of doing things," he said. "Government is voicing your opinions, and she voiced her opinion. The tragedy of this situation is that it ended up...in the press."

The investigation into Malhotra's grievance is still pending, but Suarez assures that "[the school has] done everything they needed to, from what I understand."

"It could be that this is an issue of miscommunication, and if it is, then that can be taken care of," he added. "If there's malice behind it, then there's other ways of taking care of that."

Online banking convenient, sensible choice for students

By Carol Hsu
Contributing Writer

Have you ever wanted to go postal when you found out you got charged late fees for sending in your payments by snail mail? Because of the postal service's discrepancies, more and more people are choosing to pay their bills online.

At a school where registration, housing sign-up and almost all important procedures are done online, Tech students in particular have jumped on the online banking bandwagon. The shift from snail

to email may appeal to many customers who already conduct payments online, but, like everything else, it has its benefits and downsides.

One of the biggest advantages to banking and paying fees online is the promptness of updated statements available. In the past few years, online banking options have constantly improved so that customers may access and control their account at any time they wish.

In addition, customers who receive bills the "old-fashioned way" may occasionally find their bill incorrect, due to changes made since its delivery. The Bursar's Office at Tech also experiences this situation with student tuition and fee payments.

Carol Payne, the Bursar, said that despite the fact that a majority of

students—65 percent—pay online, it was the accuracy of statements that was the main reason to make student invoices available on the web. For example, paper invoices caused confusion and were often incorrect due to 55% of students changing their schedules after payment due dates, resulting in a change of fees.

"Paper invoices represented a moment in time," said Payne.

Online banking also allows the Bursar's Office to transfer fees and pay Tech staff and faculty through a direct deposit option. Rather than

receiving a check refund, if the student has signed up for direct deposit, the Bursar's Office will directly transfer the refund to the student's bank account to eliminate the

hassle of the student depositing the check himself as well as the possibility of losing the check through the mail.

Another advantage to online payments is not needing to use postage stamps. This gives banks and credit card companies an efficient way to take care of payments without the need for envelopes and stamps. In fact, some credit card companies will reward customers with \$5 for using online payments—the \$5 which would have covered a year's worth of postage for bills.



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Q100

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really nice.”

In addition, having the radio station along for the ride turned out to be fun, not a nuisance. “We did call-ins throughout the trip,” he said. “We’d call in the radio station and leave messages. They actually broadcast some of our events out in San Antonio.”

Despite the 12 to 14 hours of driving a day, the time passed quickly on the RV—the students had fun while the drivers did all the work. However, the drivers got to sleep in a hotel at the end of the day while the students slept in the RV.

“It was nice that they got to get away from us for a little while, because they’re not used to the college lifestyle,” Spanjers said. “We were too much for them.”

When they first got to San Antonio, Spanjers’ parents, who were already at the Alamodome, called and told him that they were outnumbered 20 to one against Oklahoma State fans.

“They said, ‘When you guys come here, you need to be really really loud,’” he said.

“So we all came dressed in full Yellow Jacket gear. I had my Waffle House fleece on, I had a Georgia Tech flag hanging around my neck like a cape, I had the Georgia Tech golf hat on...”

Then Spanjers and his brothers did what any self-respecting Jacket fan would do: they ran into the area yelling and cheering.

Spanjers was particularly noteworthy in his makeshift cape. “One of my friends described it best. He

said, ‘You look like the gladiator out there, walking into the coliseum,’” he laughed.

One of Spanjers’ best stories involves an amusing fib: the Tech bookstore had mentioned having shirts for the road trippers, so Spanjers told the Oklahoma fans waiting at will call, “I’ve got 2700 shirts waiting in the RV for you guys when you lose today, so Monday come find me and I’ll give you a shirt to wear to the game!”

“News crews came by and interviewed us...we were basically the unofficial ‘official’ tailgate party for Georgia Tech fans.”

Joey Spanjers
Fifth-year MGT major

He did not anticipate that anyone would expect him to follow through, however, so he was surprised when two guys came up to him later, saying, “That kid owes us shirts and drinks!” So I ended up having to go get those two guys shirts for the game.”

Between games, they just parked in the lot right next to Alamodome and camped out there.

“News crews came by and interviewed us; the Ramblin’ Wreck came out there. We were basically the unofficial ‘official’ tailgate party for Georgia Tech fans,” Spanjers said.

They also had several brushes with fame: the group was paid a visit from Bill Walton, the well-known basketball player and announcer.

In addition, Ben Callner, one of the guys on the trip, submitted a video to *The Best Damn Sport Show’s* film festival, which is a national filmmaking competition.

Callner’s video had made it into the semifinals, and John Salley, one of the hosts of the show and a former Techie, had said some nice things to say about it when it aired. Salley was at the game, and he talked to Spanjers and Callner, praising the video in person.

The trip was an eventful one, despite Tech’s loss in the title game. Q100 supposedly reported that the group was stuck in San Antonio until Wednesday due to lack of funds.

“Technically we had spent all our money, but the radio station did have money for gas and all that to get back,” Spanjers explained.

“It was somewhat of a publicity stunt to get us to stay there. But if Tech would have won, we probably would have stayed because the radio stations there wanted us all to come in for an interview.”

Unfortunately, Tech did not win that last game despite their fantastic season. Regardless of the outcome, the students that went on the Q100 road trip still had a great time.

“Anybody that gets an opportunity to go to the Final Four should go,” Spanjers said. “It’s an amazing event.”

For more pictures of the road trip, visit <http://www.q100atlanta.com>.

Rankings

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duced by news media, despite the methodological flaws in the ranking systems. “In compiling in one place the public information that allows people to compare one institution against another on the basis of objective information, I don’t think we can fault a magazine for that,” he said.

Kemp added that rankings keep schools on their toes. “They remind all of us that we’re always being evaluated and that we always need to strive for excellence,” she said. “We would do that anyway, but it doesn’t hurt to have an external reminder that it is important for us to be constantly evaluating the effectiveness of our programs.”

In a statement released online in response to Harvard and Wharton’s

decision, *Business Week* said its biennial rankings help students make informed decisions by providing objective, unfiltered information about each school.

“[W]e believe prospective MBAs, current students and alumni have a strong need for the independent information gleaned from our surveys—including crucial details about student experience from those who have just completed the degree,” the statement read. “Just as investors today are clamoring for more transparency on the part of companies, so should students expect a similar degree of openness and cooperation from the very schools that nurture new business leaders.”

The magazine noted that it will continue with its survey for the 2004 MBA rankings, which will be published next fall.

Banking

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Most applications used for online payments do not have any faults since they have undergone excessive testing before public use. However, there is always the chance of internet failure. For example, halfway through the payment process, a customer might lose his online connection, making it unclear as to whether or not his payment completely went through.

A second major concern regarding online payments is security. According to Meridien Research’s estimates, online credit card fraud totaled nine billion dollars by 2001, despite the success of Visa and MasterCard in reducing the total vol-

ume of bank card fraud to 6 cents in every 100 dollars.

While many people are afraid to try online payments, Matt Smithson, a fourth year Computer Engineering major, said he has no qualms about paying for charges, such as his electric bills, online because of his credit card company’s promise to repay or refund fraudulent bills.

Besides frauds, some people are concerned about the security of their information.

For example, Sung Jin Paik, a third-year Industrial Engineering major, said, “For my information to be public worries me, but thus far, Wachovia, the bank I use, has been relatively good with securing my information.”