

New PSA aims to recruit, reinforce Tech brand

By James Norman
Contributing Writer

In a dimly lit management classroom, a casually dressed professor lectures about projectile motion. The camera pans around the stadium seating to a young female

student dressed in a bright yellow Buzz T-shirt. The professor, Lew Lefton from the mathematics department, drones on, but his voice gives way to dream-sequence-like music, and his finger begins to trail light like a sparkler.

The scene ripples and melts away, then ... "ROAR!" a car revs its engine. A guitar kicks in, delivering a crunching race rhythm. The same female student

from the class appears inside the Ramblin' Wreck, Tech's 1930 Ford Model A. She's donning a GT motorcycle helmet and adjusting some ancient aviator goggles.

She throws the Wreck into gear, floors it, and the Wreck speeds towards a wooden ramp. It goes airborne cleanly, pushing through translucent physics equations, following the same parabolic trajectory traced out by the casual professor. A stunned crowd watches the Wreck come from probably 40 feet in the air to a soft landing.

The guitar fades, and a glee club sings, "I'm a Ramblin' Wreck from Georgia Tech, and a helluva engineer,"

as the driver poses for the camera after pulling off the stunt. A final message appears:

"Georgia Tech + your dreams = a bright future."

The commercial just described is the latest public service announcement (PSA) to come out of Tech's communications and marketing department. Last year's spot—a robotic arm using a dial-tone phone to produce the GT fight song—won an award for best college ad in a national competition.

"Starting with the basics, each year we get what's called a public service announcement because we don't have to pay for the airtime," said director of Marketing Katie Bows. "We try to do one each year, and it runs during aired football and basketball games, which could include women's basketball games," Bows said.

While one reason for producing these PSAs is for recruiting, Jeffery Smith, director of online communications said, "I would say that brand recognition is the number one reason."

"You need brand recognition to enhance recruiting, particularly out of state. You think of games like Boston College—that ad would've been aired all over the Northeast. These are areas where we're working on national recruiting," Bows said.

Creating a brand means making your

university stand out when compared to other schools. "Everybody has a lab. Everybody has a band. [Ads with those elements] don't really say anything about an institution. What we wanted to do was something really, really different from that," Smith said.

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

Some of the work did require outside specialists. A sound editor from Cartoon Network developed the music for the clip, while a 3-D modeler was hired for video editing. The jump scene that they spliced the CG Wreck into was an Evel Knievel motorcycle stunt from the 1970s. The idea of using a motorcycle jump came up during brainstorming, but Bows and Smith nearly canned the whole commercial when ABC and ESPN wanted upwards of \$1000 per second for Knievel footage. Luckily, one worker found public domain footage of a jump on Amazon.com for \$10.

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

One critical cast member



Images courtesy of Communications and Marketing

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Student leaders attend "Best Financial Practices" seminar

By Aaron Parkman
Contributing Writer

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

Hosted by the Honorary Accounting Organization (HAO) and Interfraternity Council (IFC), the seminar focused on the role of student leaders in their organizations' finances. Topics of interest included risk management, income statements, account structuring, budgeting, bookkeeping, balance sheets and cash flow analysis. Targeting primarily fraternities because of their large budgets, speakers emphasized discussion of finances within organizations to promote financial awareness. The seminar was partially fueled by Langley's past inexperience. He recalls the learning curve he experienced when going from "not

even balancing (his) own checkbook" to "balancing a half million dollar budget." In general, he says, "While students never lack desire and motivation, many lack experience in financial management."

Langley hopes that this will be the first of a continued series of seminars held once per semester to update and reiterate the strategies taught. By partnering with the HAO, Langley hopes to make the seminar a service project that can be continued and expanded in the future. Bonnie Meier, HAO director and Rachel Chamberlin, HAO vice president both partnered with Langley in organizing and speaking at the seminar. Meier and Chamberlin, both members of Alpha Chi, agree that student leaders will benefit tremendously from the initiative.

Chamberlin, Langley and Meier attribute the quality of the seminar largely to Shawn Fowler, a Tech alumnus and current partner at Frazier & Deeter, a prestigious Atlanta-based accounting firm. According to Langley, the four met this summer to go over a proposed presentation and came out of the meeting with a much more informative product. "He took what we had, and related it... to business," Langley said.

The three are also assembling resource material to assist student leaders in implementing the best financial practices. The material will include helpful financial tips and will be in a user-friendly checklist-style format, available soon through the HAO website.

So far, the initiative has received a positive response, having been presented already to fraternity presidents at a meeting last week. "Presidents were coming up to me after the meeting and saying 'Garrett, we need to get together with you sometime this week and talk about how to make this stuff happen,'" Langley said. According to Meier, there has been very little negative response.

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

One especially pertinent topic at the seminar concerned the difference between bank account balance and real cash balance, which



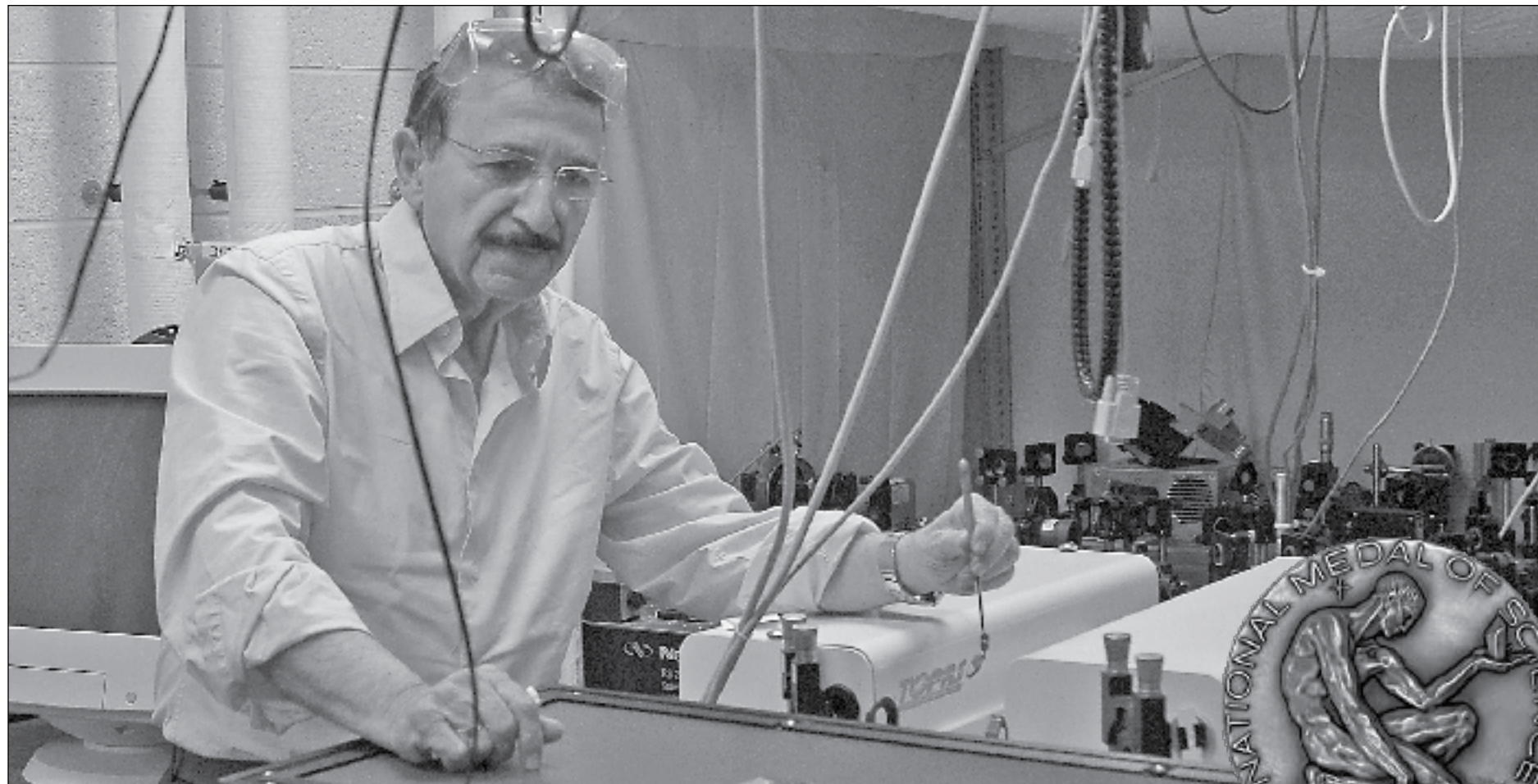
By Jason Ossey / Student Publications

The "Best Financial Practices" seminar brought representatives from every fraternity to discuss their organizations' budgeting.

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A DAY IN THE LIFE OF

Mostafa El-Sayed, National Medal of Science winner



By Ben Keyserling / Student Publications

El-Sayed, Regents Professor of Chemistry and Biochemistry, works with lasers in the laser dynamic lab in Boggs. He is the recipient of the National Medal of Science for 2007. President Bush will bestow El-Sayed with this award next week in Washington D.C.

By Andrew Ho
Contributing Writer

Sometimes it can be easy to forget about the caliber of the faculty here at Tech. When exams start rolling around and projects begin to pile up, particularly for undergraduates, it might be understandable to underestimate the professor as a distant authority figure. As time goes on however, and the first few tortuous semesters come to an end, most students

come to realize that their professors and faculty are truly authority figures on their subjects, with an extensive history in academia and laborious research projects going on that contribute to society in one manner or another.

Mostafa El-Sayed, who heads the Laser Dynamics Laboratory as director, Julius Brown Chair and Regents Professor of Chemistry and Biochemistry, is one of those figures whose contributions

to society and science are vast. El-Sayed has over 500 publications to his credit and supervises the research of many graduate students and visiting professors, and yet still has time to lecture and teach the general chemistry course for undergraduates.


Having earned his bachelor's in Egypt and doctorate at Florida State University, El-Sayed has been a researcher at Harvard, Yale, Caltech and worked at UCLA be-

fore joining the Tech faculty in 1994. His research focuses on the chemical properties of noble metal particles and their applications towards nanotechnology. A notable example of his work involves gold particles bonded to cancer cells for identification and then destroyed by a weak laser that leaves all healthy tissue unharmed.


"Oh, day to day, [I] interact with a lot of young people, from freshmen, I teach freshmen, and


then my grad students and post-docs. Each one is doing their own research and they keep me informed of what's happening. The beautiful thing about an academic job is that it is not mono-directional. It is so many things, as you have to teach, you have to communicate, you have to think

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Weekly Activities







Tech Rec Fall Specials

<p>Mondays .99 per game Bowling 11am - 5:30pm Shoe rental not included</p> <p>Wednesdays Study Break \$1 per game Bowling \$1 per hour Pool \$1 per hour Gaming 11am - 5pm</p> <p>Fridays .99 per game Bowling 11am - 5:30pm Shoe rental not included</p>	<p>Tuesdays 2.55 per hour Pool 11am - 5:30pm Cue rental not included</p> <p>Thursdays 2.55 per hour Pool 11am - 5:30pm Cue rental not included</p> <p>Saturdays Cosmic Bowling 10pm - 2am</p>
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HOT DEALS



Homecoming Application Deadline
Friday, September 26, by 4:30 p.m.
Student Center Programs Office
(3rd floor)



Georgia Tech Student Center Programs Council

Last year we brought you:


Bands OK Go, Cartel, The Taxi, Improv comedy with Dad's Garage, "Pirates of the Caribbean" Outdoors, "Flicks on 5th", Jerry Springer, hypnotist Joshua Seth, Midnight Breakfast, Murder Mystery Dinner, Take A Prof to Lunch, Student Art Show

Who will you bring next year?

Be a part of Student Center Programs Council. Go to fun.gatech.edu, click on: Contact us and Select Vice -President Nicole Van Leuvan and enter your information and what committee you're interested in.

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\$3 without, 1st floor
Student Center Theater



sliver
www.nique.net

Can I sue the city of Atlanta for the damage done to my tires after driving down 10th street?
 UO: You know there is a problem when over 75% of the class is pulling all nighters to write 30-50 pg Lab reports
 No there isn't .. Thats just ChBE... Sleep doesn't matter for that major :-)
 Yar, har, feedledeede! Being a pirate is all right with me! (9/19) hurricanes 2, gulf coast 0..
 sara's party..invite only...ya that means you george
 my math TA said he needed some crack in the middle of lecture.
 i sold him some that night
 people in the lec Wednesday at 2:45: shower!
 mmm yeah
 just how bad is it to facebook on a library comp?
 Spotted: M & K wasted on campus. Again. Shocker. XOXO - Gossip Girl
 GT Six Flags Night ROCKS!
 why does this week go by so slowly?
 why are my knees suddenly sunburnt after one day of wearing shorts?
 Why does Skiles smell like rotten cheese?! I gag everytime I walk past it
 I recently found out that tech doesn't make the bitch but makes it come out.
 Why does everyone hate mob wars?
 Yep on Saturday I'm going to wake up and chug a beer. It's going to be a good day.
 Seriously nothing else matters to me than what I'll be doing soon. Literally NOTHING.
 The space age on spore is so addictive. I played for 4 hrs and only stopped when I really had to pee.
 the slavs need to be stopped
 Dear international students: I hope you're enjoying America, now please, WEAR DEODORANT!
 Let's take down two dirt dogs in one season, GO JACKETS!
 Princess Lola Scarlett!

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of new ideas and you have to do this by interacting with students. Grad students, post-docs, we even have some undergraduates with some fantastic ideas themselves," El-Sayed said.

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

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

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

"It's a wonderful feeling. It's something I wasn't counting on, something I wasn't thinking about, but it feels good indeed," El-Sayed said.

Ironically, some of the events that led up to El-Sayed's well-known career were more coincidental than anything else, especially in regards to his experiences as a college student in Egypt.

"Many things sometimes happen in your life because of some accident, and it can change your whole direction. I was studying



By Ben Keyserling / Student Publications

El-Sayed takes a break from lecturing and supervising his graduate students' research. He has over 500 publications to his credit.

with this friend of mine, and we both decided that professors in chemistry at that time were much better than in physics, for example. So we decided that, well, we should stick to that." His father was a high school teacher, and as a result El-Sayed took an interest in teaching as well, though he aspired to attend medical school.

Although El-Sayed did not make it to medical school, he opted to spend time training to be a high school teacher. However, student demonstrations at the time prompted a consolidation of higher-education schools and institutes, including the one that El-Sayed was attending, resulting in the diploma of science being changed to a bachelor's in science, incidentally granting him the degree. Months later, one of El-Sayed's friends showed him an announcement in the government newspaper that FSU was searching

for two Egyptian chemistry students to get their doctorate there. The rest, as they say, is history.

El-Sayed is particularly looking forward to future developments on campus and in his research, notably the Nanotechnology Research Building which is nearing completion, likening the experience to feeling as though 'a new candy store is about to open.' Unlike other nanotechnology research buildings, Tech's research building will combine aspects of biology with nanotechnology.

With a career spanning over 50 years, El-Sayed seems to have lost little passion for his work and is eager to carry that enthusiasm to his students. "When scientists see new things that they can understand, it's just like a little kid who's found some candy. The good thing about nanoscience is that it will always lead to something that could be useful," El-Sayed said.

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was Steph Robbins, the student/stunt driver in the clip. Steph, a volleyball player, fourth-year IE major and third generation Tech student belongs to the Ramblin' Reck Club and has driven the Wreck several times before the filming. Bows said that beyond being the perfect role model for Tech as a female dean's list engineering student, "she had the right look and played the part very well."

Robbins was uneasy about the role at first. "I'm camera shy," she said. "When I went over [to the Burger Bowl] for filming... I was like, 'Oh, I'm a little nervous!'"

She settled into the role and even had fun with her worst act-

ing moments. "[The filming day] was definitely a hot day. They had a towel to wipe my entire face down." When they went to film the scene in the management lecture hall, she said, "We had to buy another shirt for that scene because they didn't want to see sweat on my back as they panned across the room."

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

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

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is caused by un-deposited checks. To help manage this problem, Langley suggested implementing QuickBooks software, which enables users to compare separate income and expense accounts within the program. At a cost of \$180, Langley says that QuickBooks will quickly pay for itself by eliminating errors in balancing incomes and expenses.

Risk management and the establishment of a risk management fund was also discussed. In

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

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

Correction

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

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