



## AA ticket sales outsourced



By Ariel Bravy / STUDENT PUBLICATIONS

Students camp out in tents in front of the ticket office before game day. Now the Athletic Association has hired an outside group to manage ticket sales while students can use an online system to reserve their tickets during game week.

By Vijai Narayanan  
Senior Staff Writer

In an effort to boost sales revenue, the Athletic Association recently decided to outsource ticket sales to a local marketing agency, the Aspire Group. Despite a recent increase in season ticket sales for the upcoming football season, sales have followed a declining trend for several years now. Last fall, the AA only sold approximately 24,000 out of the 36,000 season tickets available to the public.

The Aspire Group, which has managed a similar program at Arizona State University, is expected to lead efforts to

boost ticket sales for both the football and basketball teams. They are expected to maintain call centers and communication lists to solicit recently graduated students, alumni and Atlanta citizens to become a part of the Tech community by supporting athletics. The deal is expected to bring in over \$2.2 million in the next three years.

The company is headed by Bernie Mullin, former president of the Atlanta Hawks and Thrashers and a prominent figure in the field of sports marketing. Dan Radakovitch, Director of Athletics, explained the reasoning behind the decision.

"We decided to go with Aspire be-

cause of the different methodologies and ideas they have to boost ticket sales. Plus, to do this on our own would be very difficult since we're in a recession, and hiring staff and taking care of the logistics would be very difficult financially," Radakovitch said.

Radakovitch noted that having a company that dedicates full time to selling Tech products should improve ticket sales significantly. However, Tech is expected to retain control over ticket plans and the pricing model. The deal is expected to be a commission-based venture for both parties,

See Ticketing, page 3

## Regents modify faculty contracts

By Sijia Cai  
News Editor

In another move to cut university budgets across the state, the Board of Regents of the University System of Georgia decided on May 12 to approve the modification of all employee contracts.

The altered contracts give university presidents the authority to furlough any employees, including faculty members. In this context, furloughing means asking an employee to take one or more days off without pay.

"This gives our presidents the flexibility to make furlough decisions for their respective institutions, if the state revenue situation continues to worsen," said Erroll Davis, Chancellor of the USG.

Originally, about one-fourth of the University System's 40,000 employees were protected by their contracts from being furloughed, but these employees accounted for more than one-half of all personnel costs. After this contract modification, all employees, regardless of tenure or position, can be furloughed in accordance with statewide guidelines should the need arise.

"What the Board of Regents wanted to do was provide each university president with all of the tools available to manage the current fiscal crisis, and furloughs are one of those tools," said Gary Schuster, Provost and Vice President of Academic Affairs.

University System officials stated that no contract employees will be furloughed within the current fiscal year, which ends on June 30. According to Schuster, President Peterson also has no current plans to furlough Tech employees, although that is one of the expenditure-reducing measures in the administration's discussion of next fiscal year's budget.

"There are many ways in which employees can be furloughed – maybe they'll be asked to take one day a month off or during certain holiday periods

See Faculty, page 3

## Tech presents at 2009 Bio International Convention

By Vijai Narayanan  
Senior Staff Writer

Atlanta played host to the 2009 Bio International Conference from May 18-21 at the Georgia World Congress Center. The multinational event had over 15,000 attendees and was aimed primarily at industry leaders and small businesses from the biotechnology and pharmaceutical industries. Representatives from these business sectors showcased their innovations and forged business partnerships. The event included many luminaries such as Sir Elton John, Tom Daschle, Karl Rove, Bill Frist, and Howard Dean. They spoke at length about global health challenges and the importance of healthcare reform in today's world.

While the conference was primarily targeted towards businesses, Tech played multiple important roles by hosting various educational outreach programs on campus and meeting with industry leaders to raise the visibility of the Institute's programs in the field of biosciences. Members from the Tech community were on the local and national organizing committees.



By Michael Schneider / STUDENT PUBLICATIONS

Biotechnology is one of the fastest developing fields in the world and a growing program at Tech.

"We wanted to be responsible global citizens and help Atlanta put its best foot forward during the conference, while also trying

to increase the visibility of Tech in this industry," said Dr. Robert Nerem, Director of the Parker H. Petit Institute for Bioengineering

and Bioscience.

"Our main goal through participating in this conference was to get prominent players in the in-

dustry to look at Tech as a major source of innovation for the field," said Dr. Ann Schmierer, a member of the Tech Enterprise Innovation Institute. "In the past, the Institute was overlooked in the field due to its late arrival."

With this goal in mind, representatives at the conference highlighted Tech's contributions to the field and offered commercialization ventures for companies interested in relocating to Atlanta. Currently, about 18-19% of research funding for bioscience-related industries comes from private corporations. In an effort to increase this amount, Institute representatives met with industry professionals to tour campus research facilities.

In addition, they also promoted the rigor and quality of Tech's biotechnology program, in an attempt to get industry professionals to recognize the intellectual capital available at Tech.

"The greatest contribution that we can make is to provide the industry with great students. In addition, forging partnership with companies helps our students find jobs after graduation," Schmierer

See BioTech, page 3



# TECHNIQUE

The South's Liveliest College Newspaper

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## Campus Crime

By Zimu Yang  
Staff Writer



### Armed and confused

On May 25 at around 3 a.m., an officer was dispatched in response to an armed robbery call at 1049 Hemphill Avenue. The officer met four victims, only three of which were current Tech students. The group included three men and one woman. One of the victims reported that he and a second man were on the front porch when three black males wearing black clothing, purple medical gloves and black bandanas over their faces jumped onto the porch and attempted to force the two into the house at gunpoint.

A struggle between the first

victim and one of the assailants ensued, with both falling off the side of the porch into the grass. The victim then escaped and ran to the City Café on 505 Tenth Street to alert the police.

The other two assailants had forced the second victim into the house and taken his wallet and cell phone. The two remaining victims, who had been asleep, were woken up by the sounds coming from the living room. One of the two sleeping victims entered the living room with a baseball bat, which was promptly confiscated by the armed robbers. The robbers then ran out and disappeared down an alleyway, dropping a

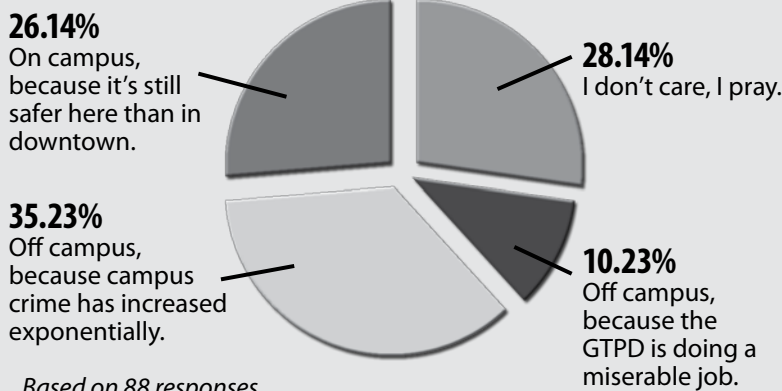
wallet in the living room as they escaped. Nothing in it was missing and no injuries were reported.

### Don't send him back!

On May 29, an officer observed a suspicious black male walking through the parking lot of the Student Center Commons. The man, matched the description of a person reported to have been loitering around a bicycle rack on campus. The officer then found a small glass tube on Holland's person, which the suspect claimed was used to smoke drugs. Nothing, however, was located inside the tube. The officer ran a check on and discovered that the North Las Vegas Police Department had issued a warrant for him in reference to grand larceny. The NLVPD declined extradition; the loiterer was given a verbal criminal trespass warning and released.

## POLL OF THE WEEK

Do you feel safer living on or off campus?



### Next issue's question:

Was the BOR justified in modifying faculty contracts?

Tell us at [niquen.net](http://niquen.net)

# TECHNIQUE

THE SOUTH'S LIVELIEST COLLEGE NEWSPAPER

## SUMMER SCHEDULE

### TECHNIQUE IN NEWSTANDS:

- FRIDAY, MAY 22
- FRIDAY, JUNE 12
- FRIDAY, JUNE 26
- FRIDAY, JULY 10

### TECHNIQUE

STAFF MEETINGS  
FREE PIZZA!

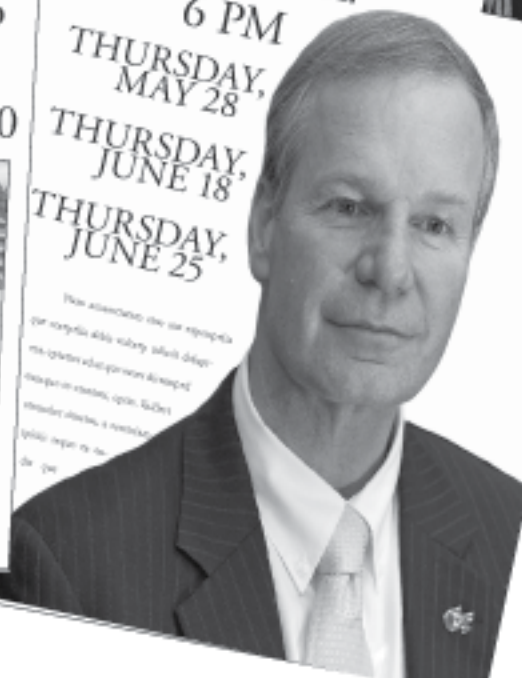
- 7 PM
- TUESDAY, MAY 26
- TUESDAY, JUNE 2
- TUESDAY, JUNE 30



### TECHNIQUE

PHOTO MEETINGS  
FREE PIZZA!

- 6 PM
- THURSDAY, MAY 28
- THURSDAY, JUNE 18
- THURSDAY, JUNE 25





## BioTech from page 1

said. "Tech is increasingly being recognized as a global leader in the biosciences field, and it is important to our students that we continue to attract that kind of interest."

Furthermore, as a part of the conference, Tech organized five different symposia on various issues in the field such as the Sustainability of Biofuels, Novel Drug Delivery Methods, Stem Cell Manufacturing, and the FDA Mission at Risk. According to Katharine Montgomery, one of the organizers for the symposia, there were several important developments in the industry that were brought to light during the panels.

"A lot of new events and developments were discussed during the panel...to give you an example, the members on the FDA panel were surprised to learn during the discussion that since their last meeting, the FDA had invested heavily in young professionals and increased its science budget,"

Montgomery said.

The forums were held to encourage discussion among professionals and to spread new developments that were occurring in the fast-paced bioscience industry. Montgomery also noted that Tech hosted 5 out of 11 presentation slots offered to the state of Georgia at the conference, and that each attracted a high level of interest from the audience.

The Institute's educational outreach program was also highly successful. High school teachers from around the country were taught by academic professionals in the field about a variety of issues, including lab exercises and how to modernize their biosciences curriculum. They were also invited to tour the campus, including major research facilities, in order to get a feel for current research in the field.

"Overall, the event was a great success. We were able to engage a lot of people about the programs we have here and hopefully partner with some of those companies and further enhance the biosciences program at Tech," Schmierer said.

## Faculty from page 1

in which there is little activity on campus," he said. "Of course this measure will be to some extent selective; for example, you don't want to announce that all of your law enforcement personnel are taking a certain day off," Schuster said. Even though administration officials have reassured students that this move on the part of the USG will in no way affect the quality of their education, some remain skeptical of the effects.

"It's obvious that in such a recession, everyone must help to reduce some of the pressure that the University System is under," said Robin Osborne, a third-year Biology major. "However, I think that this will shake faculty confidence in the security of their jobs, which could negatively affect students."

"Revenue collections continue to be below projections, but the state must balance its budget at the end of the year. Georgia Tech will act very cautiously based on the information that is available to us," Schuster said.

## Breaking the Bubble



A lot of things went on outside the bubble of Tech in the past week. Here are a few important events taking place throughout the nation and around the world.

### Air France Flight 447 crashes into Atlantic Ocean, no survivors

On June 1, Air France Flight 447, an Airbus A330, vanished over the Atlantic Ocean during a flight from Rio de Janeiro to Paris after losing contact with air traffic controllers and signaling severe electrical problems. The plane left Brazilian radar three hours after takeoff and planned to signal entry into Senegalese airspace approximately an hour later. When no such radio call was made, an international effort was initiated to find the plane. From the start, when no contact could be established with the plane did not arrive at the Charles-de-Gaulle Airport even long after the amount of fuel it was carrying would have been depleted, it was presumed lost with no survivors.

On June 2, the Brazilian air force found signs of wreckage and a 3-mile long oil streak near where the plane was believed to have gone down. Bodies and debris were soon recovered and transported to shore to be identified. The 228 passengers on board represented 32 countries, though most were from Brazil or France. Meteorological data show that at the time the flight disappeared, there was a strong thunderstorm system above the Atlantic Ocean. However, modern planes are built to withstand lightning strikes and storms, though most pilots use

radar to weave a way through the weakest part of the storm or avoid it altogether. Even though it is speculated that the weather and faulty airspeed measuring instruments contributed to the accident, no definitive answer can be found until the plane's black boxes, which contain aircraft performance information and cockpit conversations, are found.

As of June 10, 41 bodies have been recovered from the Atlantic and flown to Brazil for DNA identification. Brazil declared three days of mourning last week for the victims and numerous memorials, one of which was at the Notre Dame cathedral in Paris, have been held in memory of those lost on the flight.

### Georgia Tech student convicted of terrorism

On June 10, former Georgia Tech student Syed Haris Ahmed was convicted by U.S. District judge William S. Duffey Jr. of conspiring to provide material support to terrorists.

Ahmed is a naturalized American citizen whose parents are originally from Pakistan. In 2005, Ahmed and a friend traveled to Canada, where he brainstormed possible attacks on the U.S. with known jihadists. He then traveled to Washington, D.C. and filmed videos of government facilities. Eventually he flew to Pakistan, intending to join a terrorist camp, but then returned to the U.S. and went back to Tech. Ahmed could face a jail sentence of 15 years.

## Ticketing from page 1

and although the agreement is expected to last for three years, both parties will reserve the right to evaluate the contract on an annual basis.

"In the past we've had people who have sampled our offerings but didn't necessarily go for the full pack of tickets. With this deal, we want to get those people interested in buying season tickets and then broaden our appeal to the rest of the Atlanta area," Radakovitch said.

Over the past few years the AA has tried to expand ticket sales through various TV, radio, and newspaper ad campaigns. Howev-

er, those programs did not achieve the desired results as sales continued to wallow. As a result the AA experienced over \$3.5 million in budget cuts and recently laid off a dozen employees.

Representatives from Aspire are expected to start working on Tech's campus in mid-June, with a staff of about 15 people. Many of the changes that will take place as a result of this deal will largely be behind the scenes, not affecting the student viewing experience in any way.

"This deal is purely on the marketing side, but we do have a lot of new plans for the upcoming year in terms of student tickets," said Radakovitch.

While this deal is not going

to affect students, Radakovitch noted that in a separate initiative the ticket sales for the upcoming football season would be handled through an online system. Students will now be able to reserve their tickets online during the week of the game, eliminating the need to submit student vouchers and pick up tickets at the ticketing office. Students interested in sitting in a block seat arrangement would be required to pay a premium fee of \$35. In addition, Buzzcard access will be implemented at the gate for all students. According to Radakovitch, this will expedite the ticketing process both during and before game day and make it easier for students to get tickets to games.

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