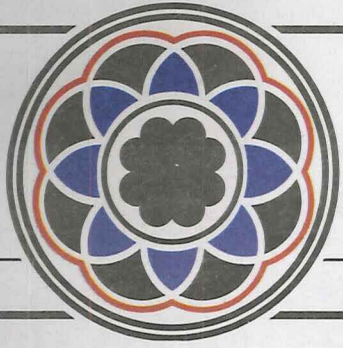




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PACIFIC LUTHERAN UNIVERSITY
THE MOORING MAST

MAY 2, 2014

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VOLUME 90 ISSUE 20

Relay for Life remembers and rallies



PHOTO BY BRADFORD LUM

Participants in Relay for Life last Friday stand in silence listening to cancer survivor Daniel Heath, an associate professor and the department chair of mathematics. The Luminaria — white paper bags with messages honoring cancer survivors and victims — stand lit in the background. Each bag contained a lit candle and some sand to prevent it from falling over. Following Heath's speech, participants walked a lap in silence to commemorate those who have died, survived or continue to fight cancer.

By **KELS MEJLAENDER**
Senior Copy Editor

For 18 hours, the Pacific Lutheran University campus was devoted to a fundraiser to fight cancer that united students, faculty, community members and more than \$19,000 in donations.

Each spring, PLU hosts its own Relay for Life, an American Cancer Society fundraiser popular nationwide. This year, PLU had 20 teams and 227 registered participants, according to PLU's fundraising page.

After months of preparation and fundraising, PLU Relay for Life hit campus last Friday and Saturday to celebrate survivors, honor caretakers, gather more donations and even make some students marathoners.

Relay began on the edge of Red Square

accompanied by brisk winds but sunny skies, and rain never arrived to dampen the walkers.

The opening ceremony began shortly after 6 p.m. with Marilyn Knudsen speaking about how cancer and disease in general affected herself and her late husband, a professor who taught at PLU.

Cancer survivors and their caretakers traditionally take the first lap, but after that, the goal is to have at least one person from each cancer-fighting team on the track at all times — hence the "relay" in Relay for Life.

This year's track began under a balloon arch just off Red Square, continued toward Hague Administration Building, curved left to Stuen Hall, left to the Karen Hille Phillips Center for the Performing Art and completed the loop back at Red Square.

The Relay for Life committee members

— students who organized Relay — had set up a stage for music, performers and speakers near the start of the track, tents of the various teams were scattered across the grass and different fundraising booths lined the edge of the track.

These donation-inducing activities included face painting and the opportunity to pie a Resident Assistant in the face.

To keep the participants awake, the committee planned a number of activities ranging from musical and dance performances to yoga and zumba. Music played for much of the night and the morning as well.

Senior Victoria Harkins, a cancer survivor who's been doing Relay events since high school, said it's enjoyable to eat cake and talk to people at Relay.

"But it's also kind of fun to walk laps and talk with friends," Harkins said. "Especially

late at night when you're walking laps and you're halfway delirious."

Harkins is one of the committee members, a role she said involved a lot of work but was also enjoyable.

One of the co-chairs of the committee, junior Hannah Andrascik, also began Relay for Life events before attending PLU. Both of her parents are cancer survivors, and she said she participates in Relay in honor of them.

"I think it's an important cause to be involved with," Andrascik said. "I think we need to find a cure."

At around 10 p.m., the Luminaria ceremony began. Harkins said committee members have been collecting the white

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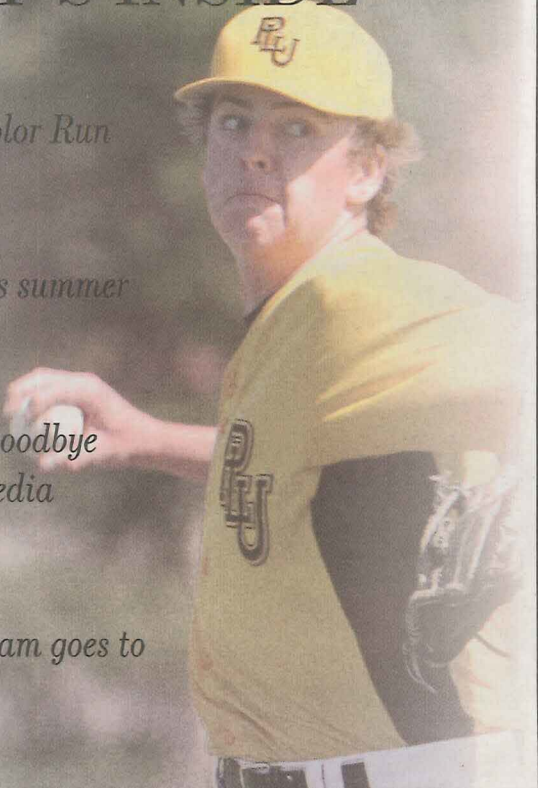
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White House takes action against sexual assault

By **ALISON HAYWOOD**
A&E Editor

One White House Task Force is beginning to make a national impression on combatting sexual assault in the collegiate world. President Barack Obama established Protect Students from Sexual Assault in January to address the issue of such violence on campuses.

The Department of Education released a report Tuesday giving colleges guidance on how to respond to sexual violence on campus, according to a press release.

The report focuses on preventing sexual violence, responding effectively when an attacker assaults a student and improving the effectiveness and transparency of federal

government enforcement efforts.

As part of the transparency effort, the department dedicated a website to make enforcement data public and to compile resources for students and schools, NotAlone.gov.

The department also created a chart clarifying how federal laws such as Title IX, the Clery Act and FERPA intersect.

Ray Lader, the associate director for Student Rights and Responsibilities, said PLU is in a good place with the work it has been doing to confront sexual assault.

"This [the report] will just help us continue to hone and improve the services and processes we use to deal with these horrible situations," Lader said. "I know as we work to prepare for the future, we will be using this report to help frame

our continued goal of addressing sexual assault."

U.S. Vice President Joe Biden also launched a series of public service announcements Tuesday featuring male celebrities speaking out against sexual assault, according to a White House press release.

In one clip, actor Benicio Del Toro opens with, "We have a big problem, and we need your help."

Actor Steve Carell later says, "It's a crime. It's wrong."

Obama makes an appearance in the video as well, saying, "It's up to all of us to put an end to sexual assault."

The short videos are in coordination with the 1 is 2 Many campaign, an initiative Biden launched in 2011 to prevent violence against women.

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Be sure to apply at <http://www.plu.edu/career-connections>



Move-out with sustainability and Goodwill

By ELLIOTT TURNER
Guest Writer

This finals week at Pacific Lutheran University, Sustainability is partnering with the Tacoma Goodwill for the Give and Go program. PLU is one of only 15 schools across the country to participate.

The Give and Go program is a partnership with Goodwill, Keep America Beautiful – an environmental non-profit – and several other organizations. It is designed to implement effective collection drives during move-out at colleges across the nation.

With three million students living on campus at 2,100 colleges and universities

nationwide, there is a mass of reusable clothing, electronics, books and furniture that students throw away at the end of the school year. The cooperating organizations started this program to address this concern.

Sophomore Nick Hester is the student move-out lead this year, and he is working on coordinating with Sustainability and Goodwill to make sure the plan for move-out this year runs smoothly.

"PLU was chosen because of how successful our Sustainability office has been and how visible our efforts to make a green campus have been," Hester said.

Chrissy Cooley, the Sustainability coordinator, said she was overjoyed PLU could be a part of this program. "Being a premier program in the country is so exciting," Cooley said. "Hopefully other schools can work with Goodwill."

Partnering with Goodwill for the Give and Go program is going to benefit Sustainability, PLU and the region as well.

Sustainability closed its SurPLUs store in March. SurPLUs sold items students had donated to other students and the community, which prevented clothes, furniture and other accessories from being sent to the landfill.

Partnering with Goodwill for the program this year and in the future will help replace a program like SurPLUs on campus, allowing students to give away

useful items instead of throwing them away.

This partnership is going to have a regional impact as well. Nick Lorax, the Sustainability lead, said donations to Goodwill during move-out will help 9,000 out of Western Washington's 60,000 unemployed people receive job placement, career training and education.

Goodwill donation trailers and dumpsters will be on campus at traditional halls May 19-25 from 11 a.m.-8:30 p.m. There will be an info booth next to the Foss and Pflueger dumpster to help divert recycling and donate-ables from the dumpster.

For South Hall, the trailer and dumpster will be open until June 3. There will be one new donation trailer next to Harstad Hall, with four trailers and five dumpsters total including South's.

Small donations will be accepted in traditional hall lobbies from May 16-23 and until June 1 for South.

With community benefits and an environmental outlook for move-out this year, the Give and Go program is gearing up to be another sustainable addition to PLU.

For students, the important dates and information about move-out can be found in this issue of *The Mooring Mast*, online and at an info booth outside the dining hall the week before finals.

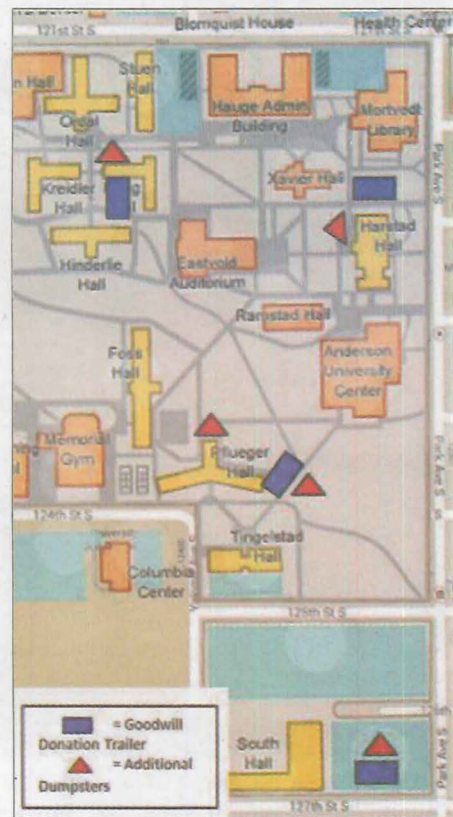


ILLUSTRATION COURTESY OF NICK HESTER

This map shows the location of the dumpsters and Goodwill donations.

For more information about the Give and Go program or to learn important move-out dates, check online at <http://www.plu.edu/sustainability>



Join your class in giving to Grad Gift 2014!

This year our goal is to raise \$2,500 to replace and maintain 10 trees on campus.

Make your gift today, then take your I Give... photo at the Campus Concierge!

For more information visit www.plu.edu/gradgift





PHOTO BY NINA ORWOLL

Families from on and off campus came to Relay for Life last week to celebrate and remember those who had died from cancer. For more information on how to participate in Relay, visit <http://www.relayforlife.org>.

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paper bags for months and attendees could craft one the night of Relay as well.

Luminaria makers inscribed each bag with messages in honor of or support of cancer patients. The bags lined the track on both sides, a candle inside so that each stood out in the darkness.

After a speech from cancer survivor Daniel Heath, an associate professor and the department chair of mathematics, participants walked a lap in silence to honor those who died from, survived or who continue to fight cancer.

Senior Cody Cano, a member of team Ordal, said his grandfather died from cancer and he made his first Luminaria then.

"Seeing that [Luminaria] as I walk around gave me a sense of happiness," Cano said. "It's a good way to remember my grandpa. His flame is still burning even after he's gone."

Cano said he wanted to walk a marathon this Relay for his grandfather.

"I do it now in memory of him, and it's a good cause," Cano said.

PLU President Thomas Krise and his wife, Patty Krise, donated money so Relay participants could enjoy a hot breakfast in the morning.

While about 70 people had arrived for the opening ceremony, by the time the closing ceremony began at 10:40 a.m. Saturday, roughly 30 participants and the committee gathered.

The committee members had already taken down the stage and teams had already packed away most of their tents.

Those who remained heard one last cancer survivor story from community member Rob Hanlon before they walked the final lap of Relay for Life 2014.

PLU Relay is still accepting donations until the end of August. Type in Pacific Lutheran University at <http://www.relayforlife.org> and click 'Donate.'

Contingent faculty unionization vote remains a mystery

By **KELS MEJLAENDER**
Senior Copy Editor

The results of the controversial vote on contingent faculty unionization at Pacific Lutheran University remain uncounted but not forgotten.

Contingent faculty member Jane Harty, a senior lecturer of music, said the PLU administration submitted an appeal to the National Labor Relations Board (NLRB) in September, and so the votes cannot be tallied until the NLRB can review the appeal.

She also said the NLRB issued a call for a variety of amicus curiae briefs at the end of February that critique and defend the unionization efforts to aid in its review of the appeal.

An amicus brief is a statement of particular views on the subject matter of a lawsuit and are often filed in cases involving public-interest matters.

The briefs for PLU's case are available at <http://www.nlr.gov> by going to "Cases & Decisions" and searching "Pacific Lutheran University."

"It's fascinating reading," Harty said, who supports the unionization efforts. "They're briefs from all over the country."

Donna Gibbs, vice president of marketing and communications, said the PLU administration is concerned about losing its culture of collaboration with and among faculty.

"If the union succeeds, our faculty will be legally divided into two separate groups," Gibbs said. "Dividing the faculty

will weaken the shared governance system we cherish at PLU."

She said PLU believes the NLRB does not have jurisdiction over the university based on legal precedence involving other religiously affiliated colleges and universities. Further, she stated full-time contingent faculty members should not be included in the bargaining unit.

These two factors constitute the base of PLU's appeal to the NLRB.

Harty said the NLRB wanted other opinions about the religious issue and if the union could include full-time contingent faculty, hence the amicus briefs. The latter is particularly significant because of the NLRB v. Yeshiva University Supreme Court case of 1980, which stated full-time faculty at universities are not allowed to unionize.

"This issue of including full-time faculty," Harty said, "if the NLRB rules that we can do that — and it looks like they are poised to do so — that would open a whole can of worms."

The ruling could open the possibility of including not only part-time and full-time contingent faculty, but also tenured professors.

"It could be appealed to the Supreme Court," Harty said. "This could be a very famous case."

Kirsten Christensen, an associate professor of German, is tenured and said she supports unionization.

"We wanted faculty to have the right to vote. They voted," Christensen said. "But an election is meaningless unless the ballots are counted."

Christensen also said that for the election to occur in the first place, 30 percent of the eligible employees had to be interested in unionizing.

"At least a third of our contingent faculty here are unhappy enough with the way things are happening and the way that they are listened to — or not listened to," Christensen said, "that they thought a union was a better approach."

Harty said communication with the administration is necessary but is not happening.

"It would be a miracle if our administration would allow us to form a union without continuing to push this through legal channels," Harty said. "Contingent faculty never wanted this to be a conflicted situation, but we feel our administration just never wanted to talk to us about it."

Christensen said a lot of things need to change and that a union is a possible route to such change. "There's no question that the faculty governance system as it is does not adequately represent or respond to contingent faculty," she said.

Finances have been another point of contention throughout this process.

"I participated in the student debt program," Harty said, "and those students are beginning to see that the contingent faculty issue and the student debt crisis are linked nationwide." For more details on the student debt program, see "Student Debt: what it is and what you can do" on page four of this week's Mast.

"What we're seeing is that we're all poor," Harty said.

Gibbs disagreed, saying the unionization could actually provide more financial burdens than gains.

"We [the administration] also believe union dues and fees would be very real costs to our contingent faculty," Gibbs said, "and would work against our current efforts to improve faculty compensation while keeping the cost of higher education affordable for our families."

Harty said Service Employee International Union (SEIU) has paid all the costs for the unionization campaign and that they have received the "Cadillac treatment." Both she and Christensen questioned how PLU is paying for the legal processes that have held up the counting of the vote, however.

"We need to hear what they chose," Christensen said. "I'm dismayed that our institution would choose to fight it, both on the principle of the thing, but also financially speaking."

She said she wasn't sure if PLU was using part of its budget or another source.

"It would be nice to know where that [money] is coming from," Christensen said. "If it's from a private donor that would also be useful to know."

Both sides are awaiting a final ruling from the NLRB, but it could be days or years before the ruling may come to pass.

For a more complete history of the contingent faculty unionization efforts, see the front page of the Sept. 20 edition of The Mast, "Unraveling the contingent faculty controversy" or go online to <http://mastmedia.plu.edu/2013/09/20/unraveling-the-contingent-faculty-controversy/>.

Garfield construction hammers out the details

By **LEAH TRAXEL**
Online Editor

After more than a year of waiting, Pacific Lutheran University students, faculty and the Parkland community will finally see the fruits of the construction on the corner of Garfield and C streets.

The finished complex, called Garfield Station, will house 104 apartments, several stores and retail spaces, as well as the PLU Marriage and Family Therapy program and Human Resources department.

Both Affinity Real Estate Developers and Robert Kautzman from Korsmo Construction estimate the Station will open sometime in late August or early September.

Originally, Kautzman and the developers hoped Garfield Station would open in August.

But Kautzman said the project has been "a bit of a roller coaster," the main hurdle being the cold snap that struck in February, right as workers were trying to pour concrete for the retail center's floors.

The pleasant weather recently has the construction team optimistic about completing on time.

Affinity will be opening a pre-lease office on the second floor of the Garfield Book Company to answer questions anyone might have about apartment rentals. The apartments will be open to the public, and the criteria for renting will be available once the office opens.

The office is set to open in mid-May. Rent for the apartments starts at \$825 per month, and the amenities include a 24-hour fitness center, media room and free wireless internet.

As of now, there are no leases

for the retail space in Garfield Station. However, Melissa Sevy, Affinity's director of operations, said Affinity is trying to find shops and services that will benefit the community as a whole and fit into the location.

"We know that the community is really looking for local shops to keep with the feel of Garfield, so we are keeping that in mind," Sevy said. "We're listening to what the community wants."

Though nothing is set in stone, Sevy reported the office has had some interest from tax and accounting services as well as fast food establishments, but the office has also heard from PLU students that Garfield could use a sushi restaurant.

To find out more, including the different amenities, floor plans for the building and individual units, or to request more information, visit <http://garfieldstation.com>.



PHOTO BY KATIE DEPREKER

Garfield Station has been under construction for almost a year. It will open in late August or early September.

What to do at PLU

Ongoing

Senior Exhibition: Join the Department of Art and Design as it celebrates the accomplishments of graduating artists in the culmination of its degree program. *University Gallery, 8 a.m.-4 p.m.*

Friday-5/2

Final day to drop a class: Go to Student Services with an add/drop/withdraw form signed by your professor. There is a \$100 fee for this registration change. *Student Services, 8 a.m.-5 p.m.*

CPR Training. *South Hall Lounge, 8 a.m.-4 p.m.*

Save It or Shave It: A cancer cure charity event where students save or shave their hair. *AUC Regency Room, 5-7 p.m.*

Premiere of student-produced documentary on undocumented students "Real People, Real Hope." *Ingram 100, 6-8 p.m.*

"Fire & Ice:" South Hall invites you to enjoy some fire and ice. Don't worry, it isn't actually fire and ice — it is delicious cold-and-warm-themed desserts! Ice cream and s'mores will be provided. Stop by South's lounge. *South Hall, 5-7 p.m.*

STUDENT DEBT: what it is and what you can do

By JANAE REINHARDT
Guest Writer

"Why are we all poor?" — this was the primary question panelists posed during Monday's Higher Education, Lower Debt panel.

This event, hosted by Students of the Left, welcomed Pacific Lutheran University students and faculty into Anderson University Center room 133 and allowed attendants to raise any and all questions regarding the outstanding weight of student debt that recent and upcoming college graduates carry.

The expert panel included sociology Assistant Professor Laura McCloud, adjunct music professor Jane Harty and Alliance for a Just Society representative Jason Collette.

Harty began by providing an informative handout highlighting some statistics related to student debt. She spoke about her experiences on where her own student debt as well as her children's debt has left her.

"I can't afford to retire," Harty said. "Not many will be able to."

As stated on the Jobs With Justice handout, the Department of Education has a portfolio of \$1.1 trillion in student loans and holds enough assets to be one of the country's 10 largest banks. However, it lacks the capacity required to manage the assets effectively.

A major problem students and panelists all touched on is how government assistance is labeled and presented to students.

Many felt as though the reality of debt is diminished through terms such as "aid" and "gift" that are associated with student loans.

"Loans are not aid," McCloud told attendants. "I'm cool with loans, but I'm not cool with them being labeled something they're not."

Attendants learned the average debt a PLU student graduates with is \$31,320.

In response to that statistic, one student

years if a transfer student. She cautioned that if students take more than the 4-year or 2-year average attaining a degree, students will cease to receive various student aid provided by PLU and may have to turn to expensive loans to cover tuition costs.

"Just finish out," Plaehn said. "If not, you'll have all of the same student debt without a degree to show for all of your hard work."

Another student in the audience asked about the increase in PLU tuition and questioned whether or not increases can be halted.

"If you raise the cost of tuition, raise the amount of scholarship money," Harty said. "Make it fair, because right now, it just isn't."

First-year Kalina Springer said she appreciated the panel and hopes students entering college will come to have better access to information similar to what the panel offered.

"I know a lot of students don't have a college fund," Springer said. "I think that high school students should have access to panels like this. We shouldn't be

waiting until we're already in debt to think about debt."

At the closing of the panel, junior Carly Brook, a member of Students of the Left, called attendants into action and invited them to join in on the People Over Profit Solidarity March that happened at 5:30 p.m. yesterday in Red Square.

The march was open to all PLU students as well as the public and focused on demands for justice for student debt, immigration reform and workers rights.

"We're all in this together," Brook said.

"We shouldn't be waiting until we're already in debt to think about debt."

Kalina Springer
first-year

in attendance asked, "What can we do tangibly to lobby for students who are stuck with this debt?"

Panelists agreed that raising awareness is key in making progress toward resolving the issue concerning high student debt.

"Get organized," Collette suggested.

Kristin Plaehn, the senior adviser to President Krise, attended the panel to gain insight on the issue from the perspectives of faculty and students.

She stressed the importance of students finishing their degrees in 4 years, or two

PLU Briefs *Know what's happening around campus*

New VP selected



PHOTO BY JESSE MAJOR

Joanna Royce-Davis will be the new Vice President for Student Life and Dean of Students. She was previously the dean of students at University the Pacific.

Joanna Royce-Davis will be the new Vice President for Student Life and Dean of Students at Pacific Lutheran University. She is replacing Laura Majovski, who has served as vice president since 1999.

"Laura [Majovski] has been a valued and respected member of the senior leadership team at PLU," President Thomas Krise said. "She is a first-class student-affairs professional and higher-education administrator who blends her distinct administrative skills in the field of student affairs with the authentic human skills of relationship-building and care for others."

Royce-Davis has multiple strategies for undergraduate student success including the Western Association of Schools and Colleges Student Success essay and First Year Experience signature programs.

"I had the good fortune to work with Dr. Royce-Davis in the past at the University of the Pacific, and I'm honored to welcome her to PLU," Krise said.

Royce-Davis, who spoke at PLU April 3, earned a certificate in 2013 in Student

Affairs Law & Policy from NASPA-Student Affairs Administrators in Higher Education.

Royce-Davis will begin working as vice president August 1.

Senator Elections

Associated Students of Pacific Lutheran University tallied the votes for its seven new senators April 28. Five of the senators represent the student body as a whole, and two represent off-campus students.

The senators representing the entire student body are first-years Ashley Connors, Charlie Mogen and Kelsey Monahan as well as juniors Andrew Larsen and Jason Lynch.

The senators representing off-campus students are juniors Chelsea Dimas and Adrian Mayoral.

To learn more about ASPLU senators, visit <http://www.plu.edu/asplu/>.

'I Give...' grad campaign

The graduating class of 2014 can give back to Pacific Lutheran University this year with the "I Give..." campaign. The money generated from the senior class will go to replace 10 trees on campus.

In January 2012, a blizzard swept through campus, damaging many of the trees. Since there was not money in the budget to repair or replace trees at the time, the senior class would like to donate funds to do so.

The goal is to replace 10 trees, and since each tree costs \$250, the senior class needs to raise \$2,500. If each senior donates \$3.25, this goal will be met.

To donate, visit the concierge desk. You'll get your picture taken with your own "I Give..." sign.

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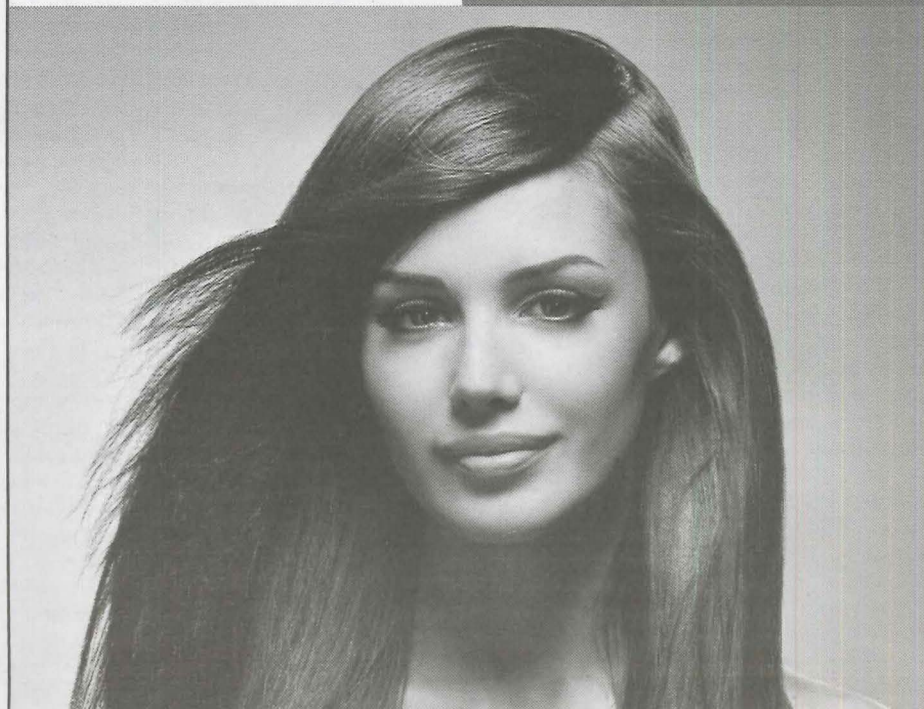
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Gelish Manicure	\$25

Starting prices above may vary according to student level.
All services performed by supervised students.



MAY What's going on this month

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2 "Border Crossing" panel discussion. Hauge 202, noon-2:30 p.m. Fire & Ice. South Hall Main Lounge, 7-9 p.m.	3 Natural Sciences Academic Festival. Morken and Rieke, 9 a.m.-4 p.m.
4 Guitar Ensemble. Lagerquist Concert Hall, 8-9:30 p.m.	5 BSU club meeting: the first meeting for the Black Student Union this spring. AUC 213, 6-8 p.m.	6 Saxifrage, The Matrix and LASR release party: join student media to celebrate the release of LASR's CD and Saxifrage/Matrix magazines. University Gallery, 8 a.m.-4 p.m.	7 Senior Exhibition. University Gallery, 8 a.m.-4 p.m.	8 Live Eurovision Streaming from Denmark. Scandinavian Center, noon-3 p.m. "Macbeth." Karen Hille Phillips Center, 7:30- 9:30 p.m.	9 "Fill Me in Fridays." ASPLU's recap of Senate meetings. AUC & Library, 10:25-11 a.m. "Macbeth." Karen Hille Phillips Center, 7:30- 9:30 p.m.	10 LollaPLUza featuring Parade of Lights. Garfield Street, 1-5 p.m. "Macbeth." Karen Hille Phillips Center, 7:30- 9:30 p.m.
11 University Wind Ensemble: \$8 general admission/ \$5 senior citizen & alumni, free to PLU community, students, 18 and under. Lagerquist Hall, 3-4:30 p.m.	12 Celebration of Leadership. AUC CK, 6-8 p.m.	13 The Best Bad Idea - The True Story of 'Argo.' Garfield Book Company, 10:30 a.m.-12:30 p.m.	14 University Jazz Ensemble/JBLM Concert. Karen Hille Phillips Center, 8-9:30 p.m.	15 NCSI Division - Architects Meeting: Meet Peter and Mark Anderson of Anderson Architecture. Reike 222, 12:30-3 p.m.	16 "Macbeth." Karen Hille Phillips Center, 7:30- 9:30 p.m.	17 PLUtonic/HERmonic Concert. MBR Amphitheater, 5:30-6:30 p.m. "Macbeth." Karen Hille Phillips Center, 7:30- 9:30 p.m.
18 "Macbeth." Karen Hille Phillips Center, 2- 4 p.m. Songwriter's Workshop Concert. The Cave, 5:30- 7 p.m.	19	20	21	22	23 Payday Payday Payday	24 Graduation. Tacoma Dome, 2:30 p.m.
25	26	27	28	29	30	31

Dead Week (Wed 14-15, Thu 15-16, Fri 16-17)
Finals Week (Wed 21-22, Thu 22-23, Fri 23-24)

PHOTO BY BRADFORD LUM

"Pie your RA" occurred at Relay for Life this year. Pies cost \$10 and money was donated to the American Cancer Society.

Crime Time: PLU's Campus Safety Blotter

Taken from weekly Campus Safety reports for the week of April 28.

Alcohol and Drug Policy Violation-

Campus Safety officers detected the smell of marijuana coming from a resident's room in Tingelstad Hall April 24 in the evening. Because of the strong smell, officers conducted a wellness check of the room and discovered alcohol and narcotics in plain view.

When the student returned, he or she admitted to possession of the narcotics. Campus Safety forwarded the incident to Student's Rights and Responsibilities (SRR) for review.

Alcohol Policy Violation-

Campus Safety discovered a duffel bag and a purse filled with alcohol in Mortvedt Library room 209 in the early morning April 25. Campus Safety officers found the alcohol when checking for identification in the bags. The officers disposed of the alcohol and placed the remaining items in the bags in lost and found.

Theft-

A student notified Campus Safety of a burglary in Ordal Hall Sunday at midnight. The student said she had left the window open on the ground floor of her room, and when she came back, she saw the window screen removed and her purse missing. There is no suspect at this time.

General Information-

A student called Campus Safety Monday morning about a possible breaking and entering in her Harstad Hall room. The student had been gone for several days

and discovered her room's door handle stuck but with the deadbolt secured when she returned.

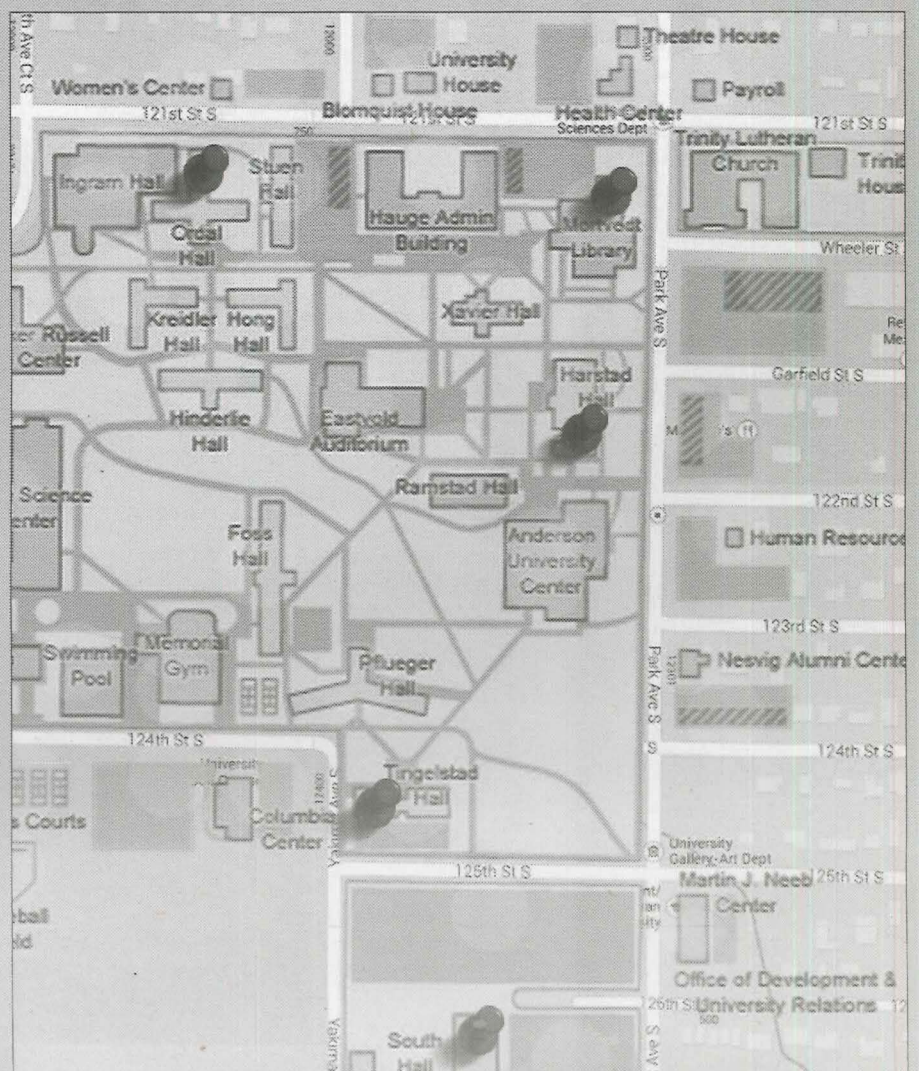
A note from a campus engineer indicated he had entered the room for repairs while the student was away, but the student suspects someone else entered her room without her consent. There is no suspect at this time.

General Policy Violation-

A South Hall resident and her guest were using a charcoal grill outside of their window last Sunday around 6 p.m. Campus Safety contacted them, telling both it is a general violation policy to use a grill. The non-student had brought the grill and Campus Safety advised him or her to remove the grill from campus. Campus Safety forwarded the incident to SRR for review.

If you need Campus Safety's assistance, call (253)535-7441

This is the final Crime Time of the semester. To read previous Crime Times, visit our website at <http://mastmedia.plu.edu> and search "Crime Time."



Macbeth

Cursed 'Scottish Play' to bring tragedy to the theater

By **KELS MEJLAENDER**
Senior Copy Editor

It is the tragedy so feared that every play lover in a theater knows to call it "The Scottish Play" — and it has come to Pacific Lutheran University. "Macbeth" is one of William Shakespeare's most famous works, and next week the School of Arts and Communication will premiere PLU's take on the tragedy.

Senior Kraig Partridge stars as the titular Macbeth, a Scottish lord who becomes obsessed with a prophecy foreseeing his kingship and chooses murder as his route to the throne. Lady Macbeth, portrayed by junior Amelia Heath, is the ruthless and cunning wife of Macbeth who urges him on to power.

The stage manager for "Macbeth," senior Mariah Madden, said the actors are putting a lot of hard work into the play and are getting a lot of emotional pull out of it.

"I think people will be impressed with the skill we're putting into it," Madden said. "I think they'll be really moved by the story."

Madden said she hopes the play will get people interested in Shakespeare.

"It ['Macbeth'] holds a lot more power when you actually see a really good production of it," Madden said, "and I think what we're doing is some really good work."

Madden also spoke about the curse of "Macbeth."

"The idea is that you say 'Macbeth' on stage in the theater and things go horribly, horribly wrong," Madden said. She said she was in high school when she dared to speak the name in the theater. Afterward, a light fixture fell and then all the microphones went out.

So far, PLU's production has only

suffered a few nosebleeds, because everyone is careful. If someone says it while performing "Macbeth," Madden said, it isn't as bad.

While she said some are superstitious about christening the Karen Hille Phillips Center for the Performing Arts with "Macbeth," but everyone is grateful for the new space.

Madden commended Lori Lee Wallace, an assistant professor of theater, for bringing out the best in the actors.

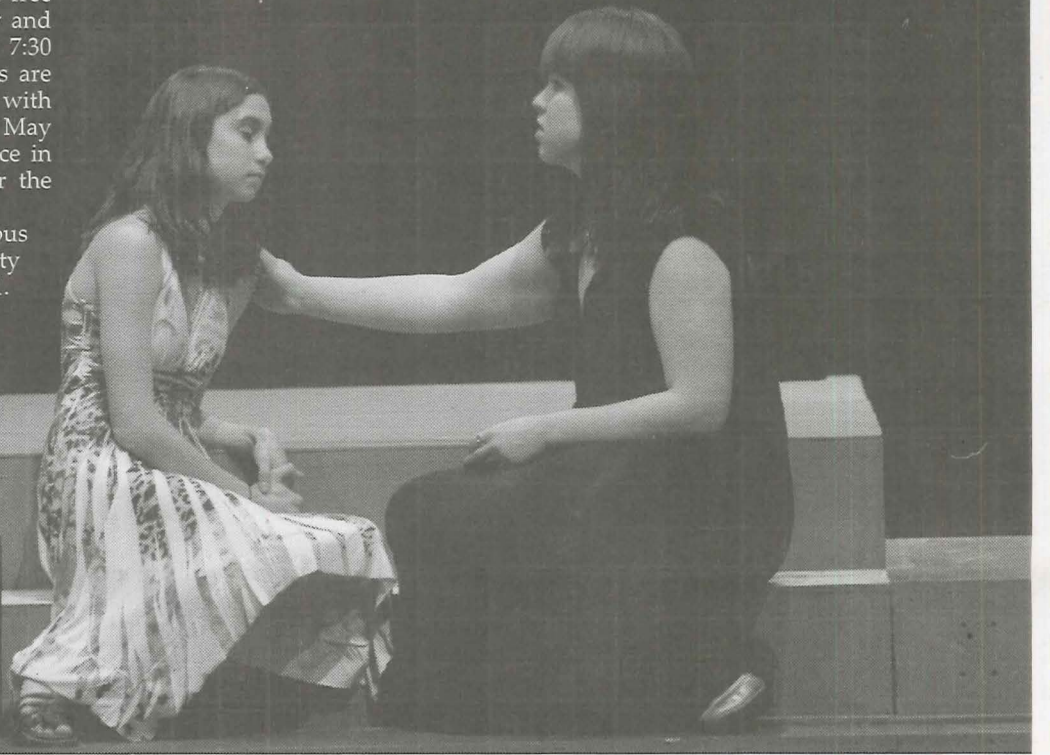
"I think she's really tapping into something that I don't think these students knew they had in them," Madden said. "She has a way of pushing them to do everything they absolutely can that's special."

Thursday at 7:30 p.m. there is a free student preview of the play. Friday and Saturday's performances begin at 7:30 p.m. The show's final performances are May 16 and May 17 at 7:30 p.m. with a matinee performance at 2 p.m. May 18. Each performance will take place in the Karen Hille Phillips Center for the Performing Arts.

Tickets are available at the Campus Concierge in the Anderson University Center or by calling 253-535-7411. Tickets will be available at the door for cash only.

Assistant stage manager and junior Catherine Brassey (left) rehearses a scene from "Macbeth" with sophomore Jessi Marlow (right), who plays Lady MacDuff.

PHOTO BY JESSE MAJOR



Macbeth

May 9, 10, 16, 17 at 7:30 p.m.
May 18 at 2 p.m.

\$8 General Admission
\$3 PLU community

Free student preview May 8

Author, alum Marissa Meyer talks 'Sailor Moon' and 'Cinder'

By **CARRIE REIERSON**
Guest Writer

It is not often that "Sailor Moon" fan fiction is tied to fame and success, but it is for Marissa Meyer, Pacific Lutheran University alumna and author of the "Lunar Chronicles" series.

Meyer, who graduated from PLU in

2007 with a degree in creative writing and children's literature, came back to campus April 24 to talk with students about the process of becoming a nationally recognized author.

Her four-book series turns fairy tales on their head, giving them a futuristic twist. She swaps out Cinderella for a cyborg and Rapunzel's tower for a satellite.

Meyer said her obsession with fairy tales

started when she watched Disney's "The Little Mermaid" at age five. Her love of fairy tales also inspired her to attend PLU when the promise of a literature class on fairy tales and fantasy proved too tempting to pass up.

Former professor of English David Seal, who taught the fairy tales course at PLU, said Meyer was "pretty quiet. This was not a teacher's pet, not a departmental darling. This was a woman hiding in plain sight."

Meyer's creative history started in high school, when she began writing fan fiction about one of her favorite shows, "Sailor Moon." One online prompt for a contest asked her to write a story featuring a fairy tale character in a futuristic setting.

She ran with this idea, and credits it for inspiring the cyborg Cinderella star of the "Lunar Chronicles" series. She said the specific idea for "Cinder" came to her in a dream.

"One night, I had a dream about Cinderella. She tripped on the palace steps, but instead of her glass slipper falling off, her whole foot fell off. When I woke up,

I thought to myself, 'her foot fell off because she's a cyborg,'" Meyer said. "For the first time I felt like I had landed on something that I had to write."

And so she wrote. In November 2008, Meyer participated in National

Novel Writing Month, a challenge to write a 50,000 word novel in one month. She ended up writing 150,011 words.

She wrote at four in the morning, on the bus and on evenings and weekends. At the time, she was working full time as an editor and taking two classes for her master's degree in publishing.

Two years later, after revising the draft she wrote in 2008, she had an offer from a publisher. Now, Meyer lives in Tacoma and writes full time.

After Meyer's talk, senior Aaron Bizier said, "I think it's really cool that you can be from a small liberal arts university in the middle of the Pacific Northwest and achieve your dreams, become a published writer."

Seal addressed the attending students in his introduction of Meyer by saying, "If there are any of you here who don't think you can make a national impression because you come from this little college in Tacoma, you're dead wrong."

Meyer's success story drove that point home.

"If there are any of you here who don't think you can make a national impression because you come from this little college in Tacoma, you're dead wrong."

David Seal
former professor of English



PHOTO BY JESSE MAJOR

Class of 2007 alum Marissa Meyer wrote the popular "Lunar Chronicles" book series, shown here on sale at Garfield Book Company, after having a dream about a cyborg Cinderella. Meyer returned to campus April 24 to give a talk on her journey as a writer and her path to success.

Parade of Lights to headline Lolla

By NATALIE DEFORD
A&E Writer

LollaPLUza will shut down Garfield Street May 10 with music, food, activities and more.

People will gather for Pacific Lutheran University's annual spring festival along the strip between campus and the Garfield Book Company.

Senior Olivia McLaughlin is the programs director for Associated Students of Pacific Lutheran University and also serves as chair of the LollaPLUza Committee.

In the past, McLaughlin said the community has seen LollaPLUza as primarily a music festival, but this year the goal is to make it more like a street festival and spring bash.

McLaughlin said the committee is shooting for this goal by trying to get a lot of different music this year and more activities for students to do during the day. The festival will have booths from many of the clubs on campus and within the community.

Other activities at the festival will include Giant Jenga, put on by Habitat for Humanity. McLaughlin said there will also be a community art project that organizers have yet to decide the details on, but it will be similar to last year's mural.

Another activity will be a tie-dye station, and in the week leading up to LollaPLUza, tank tops will be for sale.

McLaughlin said she is hoping there will be inflatables.

Junior Olivia Ash, the general manager for Lute Air Student Radio, is also a LollaPLUza committee member and said a bounce house is a possibility.

Ash described the LollaPLUza committee as "a group of students that come together because we love music and live events."

Ash said the committee meets approximately once per week to assign tasks. Her job, she said, is more focused on the actual day of the event.

"I booked the green rooms and then the day of the concert I'll be showing them [the bands] around and buying them food and hosting the students," Ash said. "So I haven't done a ton yet, but the day of, I'll be pretty busy."

Green rooms, which for LollaPLUza will be PLU classrooms, are where the bands stay before they play.

McLaughlin said the headliner, Parade of Lights, was originally thousands of dollars outside of PLU's budget. But after hearing about LollaPLUza — what it is and who has played at it in the past —

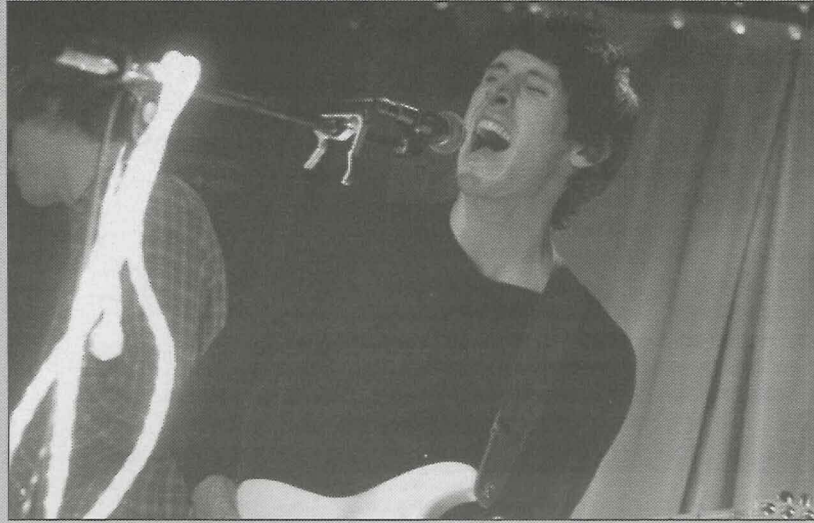


PHOTO COURTESY OF CREATIVE COMMONS

A Los Angeles-based alt-electro band will headline at this year's LollaPLUza. According to its website, "the group combines equal parts rock, new wave and shoegaze to create a unique blend of 80s influenced pop."

the band was interested and agreed to come and play for a much lower price.

"We're super excited to get them," McLaughlin said. She described the music by Parade of Lights as dance, electro and fun.

In addition to Parade of Lights, the committee has scheduled a wide variety of bands and performers to play.

LollaPLUza

May 10, 1-5 p.m.

Garfield Street
Between Park Avenue
and C Street

Senior David Gordon, LollaPLUza's student band coordinator, said there will be an interesting array of bands this year.

Gordon said the committee selected student performers in different ways. The two groups with the most votes from Battle of the Bands were in the LollaPLUza lineup as well as artists who auditioned separately.

He said with about four student bands and four outside bands, LollaPLUza will have between seven and nine performers.

Ash said one of her favorite student bands, Shakatones, will perform. "They're just really good. They have synth and drums, and it's really groovy," Ash said.

The lineup also includes jazz/funk/fusion, soul and electronic. "We actually have a student DJ as one of our performers this year, so we've got all kinds of music," Gordon said.

Junior Campbell Brett, a student DJ known as Tutellus, will be among the performers at LollaPLUza this year.

"I'm very excited for this opportunity," Brett said. "It's a great way to give students the opportunity to show what they can do in their different bands — for me, DJ performance."

Brett makes original tracks and mixes them in with other songs during his live performances, but he also said a large part of his job as a DJ is to "get the crowd riled up, be excited and overall just have a great time and show people the music I love."

Brett said he remembers having fun at LollaPLUza last year and looks forward to this year. "Last year I went. It was a great time, and I'm betting this year will be fantastic, and it will be great to be a part of it," he said.

Gordon said it's going to be a fun time. "You get to hear our amazingly talented PLU students and you get to hear some amazingly talented people who don't go to school here," he said.

Ash said she cannot wait for the good food, fun and music.

After announcing the cancellation of the spring formal, the ASPLU Facebook page posted: "We are sad to announce that Spring Formal has officially been canceled. However, the future is bright! Tomorrow [April 25], we will welcome a new group of Senators to ASPLU AND LollaPLUza is right around the corner!! We are working hard to make Lolla the best end of the year celebration ever!"

TED Talks-inspired event focuses on exploring passions

By UNA TINGVIK-HAAVE
A&E Writer

Students will soon have the opportunity to share their ideas with the community through LUTE Talks. Inspired by TED Talks, Mercy Daramola, a residence director, came up with the idea to organize the talks.

TED Talks are short, powerful talks, where world leading thinkers and doers share their thoughts and ideas with the global community.

LUTE Talks will be similar to TED Talks. Speakers will have five minutes each to share their stories on the topic "exploring passions."

Daramola chose the topic, and she said she is exploring her own passions by organizing this event.

"I am passionate about LUTE Talks, and about sharing a story," Daramola said. "Through that passion I have been able to reach out to so many people and students, and I really want to hear what they're passionate about."

Daramola is not the only one who has expressed interest in LUTE Talks. Plenty of other organizations and people across campus have helped organize LUTE Talks, including the Center for Community Engagement and Service, members of the Marketing Communication Department and other members of Residential Life.

Daramola said she is hoping the Pacific Lutheran University community will get the chance to hear stories not just from students themselves, but also from the community that students connect with through TED Talks.

"I'm hoping that this can be something that will spark a desire across campus and the community to connect Parkland and Tacoma and PLU together," Daramola said.

She also said it will be an opportunity for those at the university to share, explore and celebrate the stories within the community and highlight how they are all connected.

This program was made possible through the Carol Sheffels Quigg Award for Excellence and Innovation, a fund that honors faculty, staff and students who advance the mission of PLU through a creative approach. Quigg, a regent of PLU, provided an endowment for the establishment of the award.

The event is open to PLU students, staff, faculty, alumni and community members.

Daramola said LUTE Talks is a reflection of the ongoing conversation and desire to maintain a strong connection with PLU's surrounding communities.

Six speakers have signed up to talk about their passions, and so far, both students and faculty are represented.

LUTE Talks

Thursday at 5:30 p.m.

Rieke Science Center 103

208 Garfield brings a little piece of PLU to Parkland

By TAHNAYEE CLENDINEN
A&E Writer

For any student that likes to venture off Pacific Lutheran's campus to explore what Garfield Street has to offer, 208 Garfield is a great example of what the best of Parkland can be. Students who venture into this splendid little cafe are greeted with an experience that is completely different than the scene on campus.

Walking in to 208, customers are immediately greeted by warm smiles from the front counter staff. The dim lights inside the cafe complement the flood of natural light coming in from the large windows that surround most of the intimate space.

"The atmosphere here is different, but good," sophomore Julia Carvalho said. "Plus if I need something, the bookstore is right there."

In addition to the atmosphere, students also flock to 208 and bypass the other local

eateries because of the food it offers.

"Sometimes I'll go to other places," senior Jessica Carvalho said. "But honestly the food and coffee is just better here."

The sweet aroma of coffee and toasted breads and pastries waft through the air, making for an appetite that you may not have had when you first walked in.

"I always just come in for a coffee," community member Ashley Higgins said, "and always end up leaving with a scone or something."

"I always just come in for a coffee and always end up leaving with a scone or something."

Ashley Higgins
community member

208 is a far cry from the noise that is so characteristic of the Anderson University Center. Customers speak in audible but hushed tones, so as not to disturb others around them.

This quiet but lively environment is the reason why many students choose 208 to be the backdrop of their studying. That and the fact that 208's location offers convenience as well.

"I love the Nutella panini that they have," first-year Savannah Creer said. "It is

goosey, chocolaty goodness."

Not only will students find a few fellow Lutes at 208, they may also meet a wide variety of community members who frequent the cafe. The environment, with the addition of college students, gives the relatively young cafe a nostalgic feeling for its older patrons.

"I'm an alum from way back in the day," PLU alum Genn Harborman said. "Even though it's been years, I still like to come visit the school, and when this shop popped up, it reminded me of the old days, studying and hanging out."

Whether it is the food, atmosphere or nostalgic feeling it gives PLU's alums, 208 Garfield has quickly become a mainstay in the minds and stomachs of students and community members alike.

"If you haven't been to 208 Garfield yet, next time you want coffee or something, go there," Creer said. "You can't go wrong with anything at 208."

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WAYZGOOSE: Printed arts festival brings artists, students and steamrollers to downtown Tacoma



PHOTOS BY JESSE MAJOR

Pacific Northwest artists, art students and aficionados flocked to King's Books in downtown Tacoma Sunday afternoon for the 10th annual Wayzgoose, a celebration of the printed arts. Artists set up tables inside the store to showcase and sell their wares in the form of posters, cards and stickers. In the parking lot, people made paper, silk screened t-shirts and transferred prints with the aid of a steamroller. LEFT: Senior Sam Hosman helps a participant operate a press to print a Wayzgoose souvenir. RIGHT: Junior Samuel Ryan and senior Katie Hoffman line up a print before a steamroller runs over it.

LuteFit encourages exercise with 5k color run

By TAHNAYEE CLENDINEN
A&E Writer

Those in white tees had better be prepared, because May 16, the annual LuteFit Color Run will be happening on lower campus.

Students and faculty alike can participate in the annual event. Volunteers throw cornstarch-based colorful powder at the participants as they run or walk the route. This gives the run a literal and figurative splash of color, which is one of the main attractions of the run.

"The color is edible," Ross McLeod, a health educator, said. "But we don't recommend it."

Participants usually show up dressed in plain white shirts. Some have been known to rock a tutu, while others don their basketball shorts for the event.

"I was considering wearing a tutu," first-year Christine Consulta said. "If I can't find one in time, I will just wear white basketball shorts and get all colored up."

The route will begin at the track and then go around campus. There will be a warm-up at 4:30 p.m. and the actual run will begin at 4:45 p.m. Volunteers will throw color at three spots on the track, two spots around campus and a final throw at the finish line.

While the powdered-paint-throwing is one of the main attractions, it is not the only reason many come out to participate in the event.

"I love everything about it," first-year Casey Kaku said. "The people, paint — everything."

For those who are concerned about their fitness levels, the Color Run has taken this in to account. When taking part in the festivities, Color Run organizers encourage students and faculty to just do their best, whether they are running or walking around the track. It is because of this in fact, that many people have signed up to participate.

"I haven't gone for a run longer than two or so miles in a while," sophomore



PHOTO COURTESY OF QUINN HUELSBECK

Students smile as volunteers toss colorful powder at them during the 2013 Lute Loop Color Run. LuteFit has held the non-competitive 5k run for several years now to have fun and celebrate physical fitness, but last year's Lute Loop was the first color run in PLU's history.

Jasmine Hendricks said. "So it will be nice to still participate when I get tired or need to take a break by walking."

Ray Lader, the associate director for Student Rights and Responsibilities, said the Color Run will not be a competitive run.

"It's a fun run," Lader said. "There are runs that are competitive, but this isn't one of them. We want everyone to have a good time."

The Color Run also serves as a mental health break for students. Because the Color Run will be happening on a Friday,

some students will welcome the relief.

"I am going to be back and forth doing presentations and studying for finals that week," first-year Magdiel Habila said. "So it will be nice to get outside in the fresh air and not be stressing for a bit."

Whether participants come to relieve stress, get covered in paint or to push their physical boundaries, the Color Run aims to include all who wish to be a part of the festivities.

"I can't really think of a reason not to go the Color Run," Kaku said.

Those wanting to take part in the Color

Run should go online to register. According to the Pacific Lutheran University website, those who registered before April 18 and completed their waivers by April 25 will receive a free Color Run t-shirt. Registration for the run is free.

So far, 300 people have registered, but Lader said he expects more to register by the May 3 deadline.

"It's free and fun," Habila said. "What else could you want?"

Reland Tuomi contributed to this article.

Workers want \$15 per hour

Proposal to raise minimum wage simmers in Seattle

By **KELLI BRELAND**
Business Editor

Seattle Mayor Ed Murray's battle to raise the city's minimum wage to \$15 per hour has reached an embarrassing stalemate.

Reporters gathered for a press conference April 24 expecting to hear Murray's official plan for raising the minimum wage in Seattle.

Instead, *The Seattle Times* reported Murray arrived late and said, "I'm here without a plan."

Washington already has the nation's highest minimum wage at \$9.32 per hour, but it may be even higher for Seattle if Murray creates a successful plan.

Earlier this year, Murray formed an income inequality advisory committee to evaluate and facilitate the rise of Seattle's minimum wage.

It is composed of a variety of Seattle city council members as well as business and labor leaders.

The committee includes representatives from the organizations Seattle Hotel Association, Ivar's restaurants, the Seattle Metropolitan Chamber of Commerce and even Nucor Steel.

At the press conference April 24, Murray said committee members had not reached a consensus and were still meeting even as he spoke.

However, they had agreed on a few principles.

One principle is there must be strong enforcement and workers-rights education, and another is the wage increase must be phased in for small businesses and nonprofits.

The committee also agreed there would be no exemptions to the increase.

According to *The New York Times*, Murray also said that though the committee missed its original deadline, "I'd rather be late and get it right than rush it and get it wrong."

While the committee debates, the Seattle community continues to express mixed reactions about the proposed minimum wage.

According to *Bloomberg*, the Seattle restaurant industry has found the proposal to be particularly controversial.

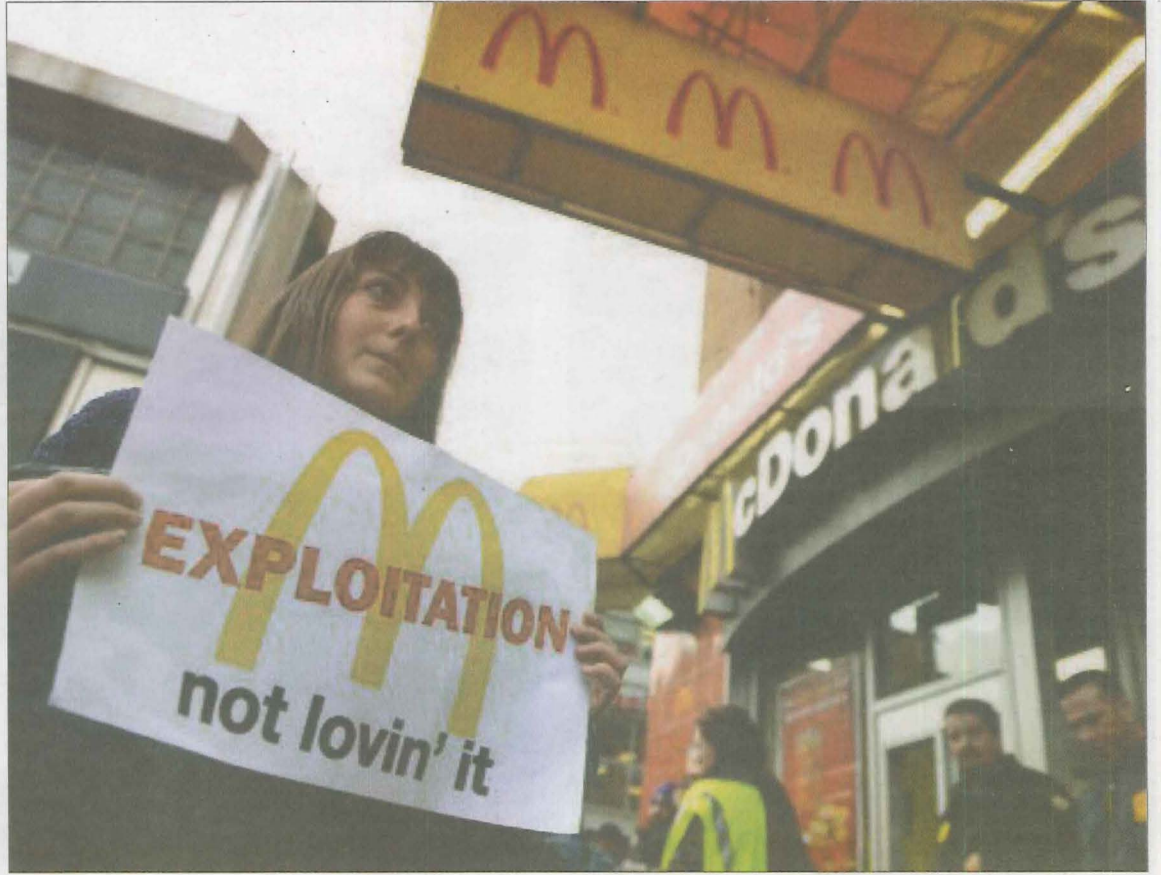
For restaurants, this could mean customers will tip less because food prices will have to increase to cover the hourly wage of workers.

In fact, *Bloomberg* reported some restaurants have warned they might boost menu prices as much as 25 percent.

Additionally, many small business workers could lose their jobs simply because their employers cannot afford to raise their wages to \$15 per hour, even with the phase-in.

This could actually hurt the low-income workers the proposal is aiming to benefit.

The wage increase could also encourage small business



A woman holds up a sign to protest McDonald's low wages. If Seattle raises the minimum wage is \$15 per hour, then all of the McDonald's restaurants in Seattle will have to pay workers more.

PHOTO COURTESY OF CREATIVE COMMONS

owners to move their businesses outside of Seattle, where the minimum wage would still be \$9.32 per hour.

On the other hand, it is important to keep in mind the real purpose of Murray's efforts is to help low-income families.

"We're in an incredible crisis, and I want to address this crisis," Murray said at the conference, referring to what he said was a shrinking middle class in America.

Only time will tell if raising the minimum wage in Seattle

will accomplish Murray's goal of creating more overall income equality.

According to *The New York Times*, Murray's committee still has a few more weeks before a drop-dead deadline.

'GREENWASHED'

Don't be fooled by products that only claim to be 'green'

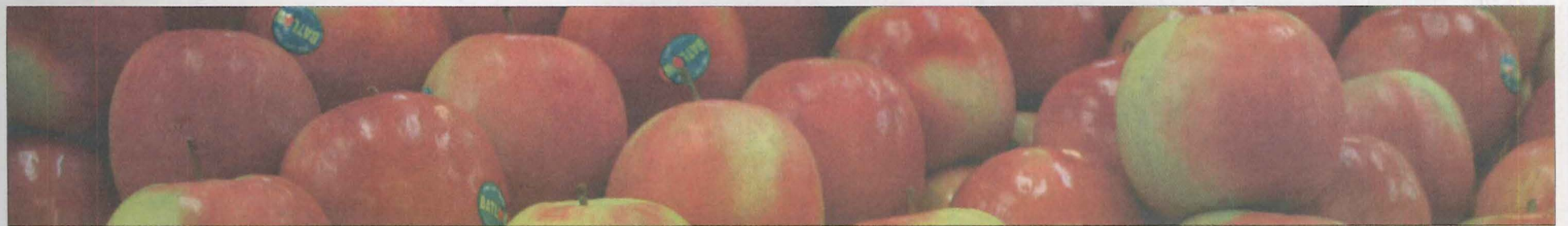


PHOTO COURTESY OF CREATIVE COMMONS

By **SHANNON MCCLAIN**
Guest Writer

There is Diet 7UP that is 100 percent natural and clean coal is now available for use.

If either of these statements seems incorrect to you, then you would be accurate in your suspicion.

In most consumers' definition of the word, the ingredients in 7UP would not be natural and the process of burning coal would not be considered clean.

These are two examples of the way marketers use greenwashing in the promotion of their products.

Greenwashing is the unfounded appropriation of environmental labels to promote a brand or product.

These days, there is a lot of concern about sustainability and

environmental issues.

Consumers are more likely to buy green products from companies who have sustainable supply chains and, in general, care about the environment.

So, more and more companies are trying to create this pro-environmental image.

Some create this impression by actually changing their practices, as they are genuinely committed to the betterment of the world as a whole.

However, for many other corporations, environmentalism is merely a tool they can use to influence customers to buy their products, whether they are simply stretching the truth or covering up environmentally harmful practices.

One way corporations can use greenwashing is by being vague. Calling Diet 7UP "all-natural" is

one example.

All-natural is a very broad term with many different connotations, and so its meaning is likely to be misinterpreted.

Additionally, just because something is natural, doesn't mean it is good for you. Arsenic, uranium, mercury and formaldehyde are all naturally occurring — and poisonous.

Companies can also advertise a product or make an environmental claim that, while it may be truthful, is mandated by law.

A common example is claiming a product is "CFC-free" when CFCs, or chlorofluorocarbons, are banned by law anyway.

An additional example is if a company is forced by law to clean up its practices, but then it advertises the changes as if they were voluntary.

Another way that companies greenwash is by making a claim that, while it may be true, distracts the customer from the larger environmental problems associated with the product.

Organic cigarettes would be an example.

Regardless of whether a cigarette is organic or completely synthetic, it's still bad for your health.

There are also some environmental claims that are just false.

For example, a product may claim to be Energy Star certified when it is, in fact, not.

By using words or images, a product may seem to be endorsed by a third-party, when in reality it is false labeling.

If you have questions or concerns about a company or product claiming to be green, be

sure to do some research.

Take a look at the company and its sustainable business practices.

Be sure it has proof for any claims it is making.

You can also use a search engine to find news regarding the company's practices and whether or not any environmental agencies have any concerns about the company.

At the end of the day, or in a pinch, just trust your instincts.

If something doesn't seem right, like clean coal for instance, then it probably isn't.

Be a smart, informed and aware shopper — this is the best way to combat false advertising.

For more information on the signs of greenwashing and what greenwashing is all about, visit the websites of organizations like The Sins of Greenwashing or Greenpeace.

Amazon's trove of consumer data a force to be reckoned with

By **KATELYNN PADRON**
Business Writer

Brick-and-mortar stores are collecting consumer data from the Internet, attempting to compete with the personalized marketing of information-savvy online companies.

Nordstrom and Gap Inc. have their own data-collection methods, going head-to-head with Amazon's wealth of consumer data.

Other retail stores are partnering with information-gathering websites for the perks of personalized marketing.

Nordstrom experimented with tracking customers' paths by having its stores use customers' Wi-Fi signals from their cell phones.

Nordstrom analyzed how customers browsed through stores in hopes of optimizing merchandise displays.

According to *The New York Times*, the retailer posted signs about the tracking, and customers weren't thrilled.

Nordstrom eventually heeded the customer critique and canceled the program.

Gap Inc., which owns Gap, Old Navy and Banana Republic, is targeting advertising to customers based on location and Internet browsing history.

Gap is also planning a pilot program encouraging customers to check in with their smartphones at stores.

In exchange for checking in, customers will receive updates on products and sales.

It will be "cool, not creepy," Gap executive Art Peck said in an interview with BuzzFeed.

Peck told BuzzFeed the programs will require customers to opt-in.

This measure may prevent Gap's data collection techniques from suffering the same fate as Nordstrom's.

Storefront companies have to compete with Amazon and other Internet corporations that are able to collect copious amounts of consumer data online.

Amazon knows the name, address and browsing and spending habits of each of its customers.

This gives it a huge advantage in individualized marketing.

Amazon suggests products when it says on the homepage, "people who bought that also bought this," and it personalizes advertising.

But even Amazon experiences marketing setbacks.

Australian marketing publication CMO reported that though "the vast troves of data that Amazon collects on its customers has been a source of marketing gold for the company," its Digital Soulmate program was a fiasco.

The Digital Soulmate program suggested products to customers based on what another customer — with similar browsing and buying habits — purchased.

"Customers hated it from the bottom of their hearts," Werner Vogels, Amazon's chief technology officer, said. "They hated the fact that there was somebody else just like them."

Regardless of this failed program, Amazon remains a force to be reckoned with in the field of personalized marketing.

Some retail stores are taking a hybrid approach to marketing to remain competitive.

Coupons.com announced its Retailer iQ program April 24, which turns in-person shopping into a personalized, mobile experience.

According to *The Wall Street Journal*, Retailer iQ allows retailers to market directly to customers through digital receipts, product recommendations and coupons.

Walgreens has been using Retailer iQ for its Balance Rewards program.

"Our customers live in a digital world," Rich Lesperance, Walgreens senior director of Personalization and Customer Relationship Management, said. "Providing them with valuable offerings such as paperless coupons or digital receipts is an example of how we make the shopping experience even more convenient."

In addition to providing convenience, the program provides Walgreens with customer information to improve its marketing techniques.

Whether they know it or not, consumers give up their personal information so that companies can market more effectively.

Five steps closer to landing a summer job

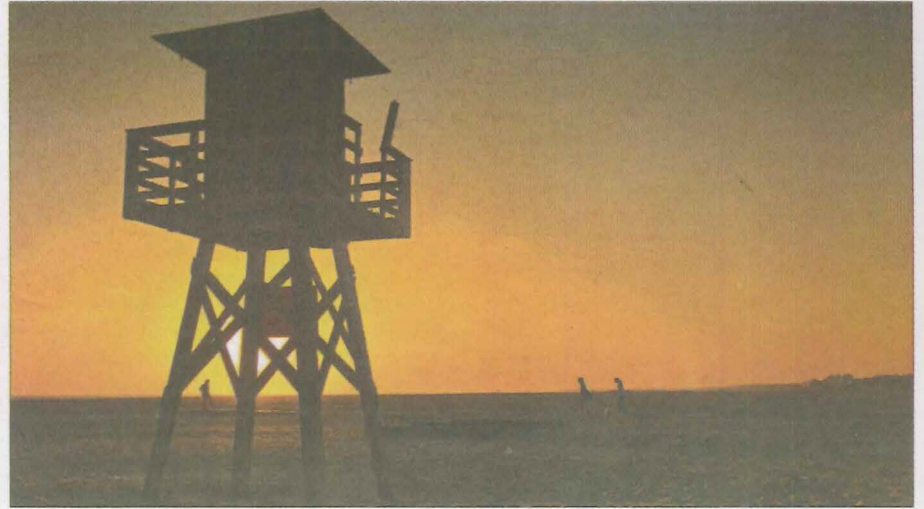


PHOTO COURTESY OF CREATIVE COMMONS

By **JILLIAN STANPHILL**
Business Writer

Finding a summer job can be difficult, especially in an economic recession.

But a summer job can not only mean valuable experiences, it can also bring much needed summer income.

Follow these five tips to help your chances of acquiring the summer job that will work best for you.

1. Dress to impress

Make sure you look professional, clean and appropriate so you give a good first impression.

Also, take note of the level of business attire your interviewer wears so if you get a second interview, you can mimic his or her business formal or business casual style.

2. Be confident

Relax and take a deep breath.

Your resume and cover letter got you the interview and the interviewers are already interested in what you can offer them.

If you have confidence in your skills and abilities, then they will too.

3. Ask questions

By asking a few questions at the end

of the interview, you are showing your potential employers you were actively listening to them while they spoke and are attracted to the position.

A few simple "go to" questions you can always use are: "What would a qualifying candidate for this job look like?" and "Please give me an example of what my day-to-day tasks would be if I was hired."

4. Come prepared

When you get called for an interview, ask them what you need to bring with you to the interview.

Always bring an extra copy of your resume, cover letter and any other application materials you have already submitted to them.

If any of your documents have been updated, inform them of that and present them with a new copy.

If it's a group interview, bring enough copies of your application for every interview committee member.

5. Do your research

Look up the place of business you are interviewing for and read through the "About Us" section as well as the mission statement of your company.

This shows interest in the position, company and employees.

Employers seek out athletes

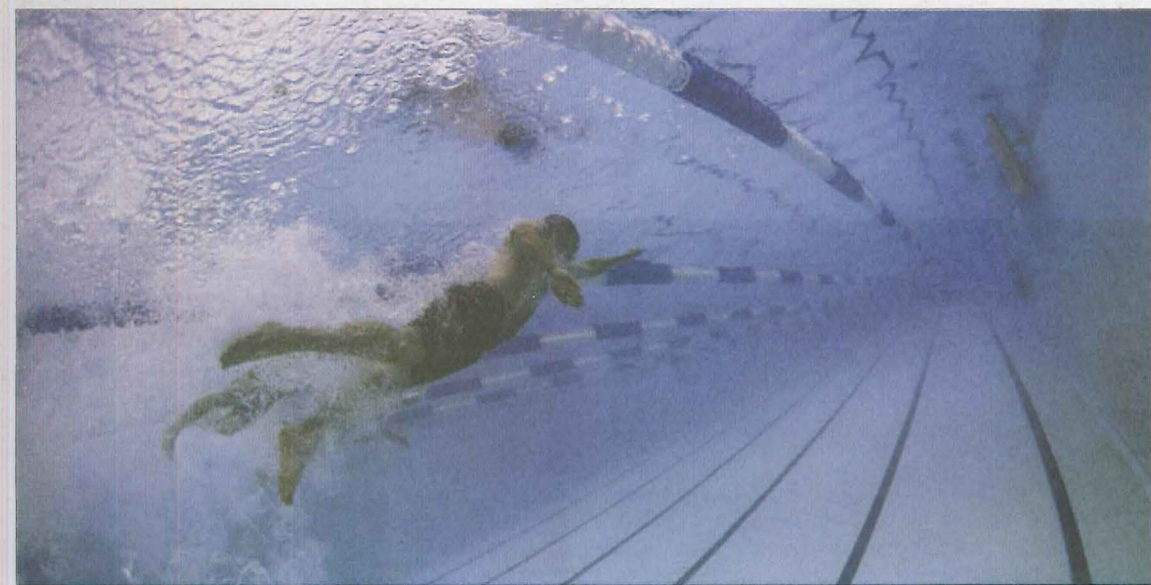


PHOTO COURTESY OF CREATIVE COMMONS

Employers seek out candidates with athletic backgrounds for the variety of skills they learn from being part of a team and competing.

By **JILLIAN STANPHILL**
Business Writer

Athletes have always been popular hires for companies, but now more research is determining exactly what it is about athletes that makes them the best for the job.

When it comes to hiring, most

companies don't look at actual athletic abilities, such as how many goals you scored or what your 100-meter breaststroke time was.

Instead, they value athletes for the off-the-court skills they learned through participating in athletics.

Forbes contributor David K.

Williams wrote that his company, Fishbowl, hires based on athletic traits, but not necessarily athletic background.

Tenacity is the No. 1 trait he said he looks for in a potential hire.

Being able to work hard and to consistently be on a task is a skill that becomes ingrained in many

athletes' memories, Williams said.

For example, every stroke a rower takes is meant to be perfect, but not all of them will be.

By practicing perfection in every part of the stroke, a rower gets closer to practicing overall perfection.

Just like shooting free throws for hours after practice, athletes or non-athletes can show their tenacious behavior to employers through dedication to their tasks and by aiming for perfection.

Athletes have a drive to succeed.

This determination comes across to employers and shows that a person can set achievable goals, work hard to reach them and then choose another goal.

Most athletes don't give up.

This also relates to cross-functional skill sets.

Every individual sport has a unique set of skills that an athlete must be able to do, but often it takes a combination of abilities like hand-eye coordination, good aim and followthrough muscle memory to make a spike in volleyball.

Members of athletic teams are used to adapting their skills to fit a new need.

Maybe the most significant reason athletes are often exceptional hires is their aptitude for teamwork.

They usually know how to put their personal issues aside to work effectively with different people, such as their boss, coach, co-workers or teammates.

College, semi-professional and professional athletic teams are expected to conduct themselves appropriately at all times.

This is also a valued skill in business.

When athletes travel, they are in business attire, which shows that in any context, the athlete is dedicated to portraying a professional image.

Whether you are an athlete or not, you can certainly learn something about qualities athletes possess and how they can be applicable in the workplace.

By taking a few of these qualities or recognizing them in yourself and presenting them to a hiring manager, you could be increasing your chance to land the job.

Even in the business world, what you learn from being an athlete can be beneficial.

Study away is a privilege, not a right

By LEAH TRAXEL
Online Editor



PLU are top-notch too.

In 2009, PLU won a national award for its study away programs, and it frequently lands in the top 10 on lists like the one from the Institute for International Education. PLU was the first university to have students abroad on all seven continents simultaneously.

However, about 50 percent of PLU students don't study away during

Before I decided to go to Pacific Lutheran University, I learned about all the adventures and study away opportunities available to students. The programs at

their time at PLU. Sometimes this is because of course schedules, or maybe they have extracurricular activities or jobs that require they stay.

For me, the combination of cost, time and the lack of options that really fit my schedule led me to stay on campus for all four years.

Realizing as a senior that I won't be able to take advantage of these trips is a bit of a disappointment. One of the reasons I was so excited to come to PLU was for the travel opportunities.

However, what I've also come to love about PLU is that the emphasis on global education permeates every level of the university, from physical trips, programming and entertainment to coursework.

Even though I wasn't able to pick up and go to a country to experience another culture firsthand, I was still exposed to these new ideas that taught me to value cultural differences and practices.

In an even bigger way, PLU recognizes traveling and studying abroad is a privilege, not a right.

Besides the financial burden of traveling abroad, there is a level of environmental privilege as well, and PLU is trying to proactively offset the carbon and other environmental footprints of its programs.

Ideally, yes I would be able to travel the world and experience things firsthand.

However, when that isn't an option, PLU does a pretty good job of making sure I'm not missing out entirely, and it gave me the skills and sensitivity to make my way into that big world to experience it on my own.

One of the reasons
I was so excited
to come to PLU
was for the travel
opportunities.

General manager reflects on time in student media

By STORM
GERLOCK

Mast TV General Manager

All who work in student media have a story, a story of how they got involved, why they started and what they've done.

My student media story isn't unique. I started as a first-year. I've been involved ever since. And now I'm graduating. It's pretty open and shut. Nothing fancy.

Except student media changed my life.

It's hard to imagine my life without video. But when I graduated high school, I had never touched a video camera. I had never done a news package. I didn't even know I was going to end up in the media profession.

Honestly, I almost ended up majoring in literature, which wouldn't have been a bad choice — I minored in it after all.

I joined student media and along with it came journalism, which is probably the best decision I have made so far in my life. I fell in love with video production and Mast Student Television.

Through Mast TV, I have seen six different News @ Nine teams, three general managers — including myself — a name change and a merger. The last News @ Nine episode was last night, and I can't help but remember where I started.

That's what your senior year is for. You reflect and when reflecting, you can't help but think of both the successes and the regrets.

Mast TV has given me so much: a vocation, a community and most of all experience. I can honestly say that if it wasn't for student media, I would not be happy with my college career.

Most communication majors have to balance classes, internships and jobs. Mast TV gave me practical application of my classes, the real world experience of an internship and even paid me.

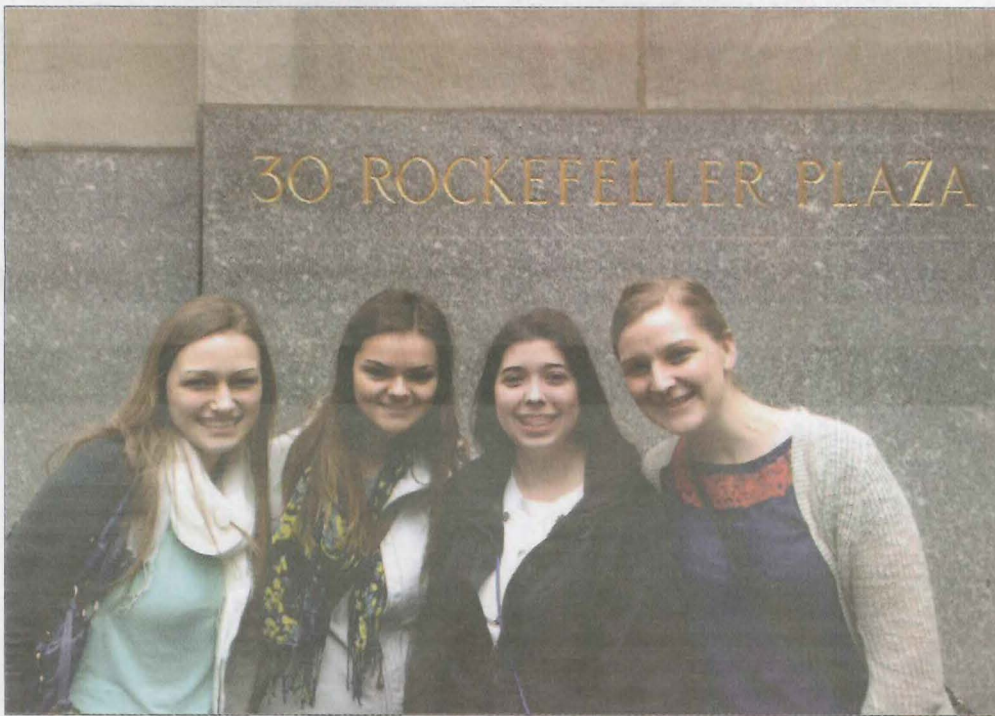


PHOTO COURTESY OF JESSICA TRONDSEN

From left to right: Mast Media seniors Leah Traxel, Jessica Trondsen and Storm Gerlock and junior Allie Reynolds posed outside of 30 Rockefeller Plaza while in New York this past March for the annual College Media Association Conference. The conference included sessions that were applicable to their work in student media.

Now, I'm not saying I didn't do projects off campus — I did — but I took advantage of what student media had to offer. And I will miss it. So much so that I find myself jealous of those who are just starting out and frustrated with those who haven't taken advantage of all that student media has to offer.

I am graduating, so my advice could either mean nothing to you and you will forget what you've read or this could be the start of your student media story.

For anyone interested in media, writing or video, there is a place for you here. With only a couple more weeks left in the school year, there aren't a lot of opportunities, but there is still time.

For one, if you are reading this, you have picked up the paper or gone online to our website — congratulations.

Another opportunity coming up is a viewing party for Mast TV's first Film Race which will be in the

Anderson University Center room 171 at 8 p.m. May 15.

PLU's two publications, *Saxifrage* and *The Matrix*, will be circulating around campus within the next couple weeks, so be sure to pick those up along with a student CD from Lute Air Student Radio. The release party of all three is Tuesday at 7:30 p.m. in The Cave.

But your job isn't over yet.

If you are returning next year, I urge you to seek out student media if you have any interest in being involved.

I won't be here, but you could be. Even if you don't want to be involved, another viewer wouldn't hurt either.

I can't end my sentimental senior op-ed without saying thank you to my amazing staff. Thank you to Mast TV News @ Nine producer Allie Reynolds, who has made News @ Nine her own in the best way and has so much enthusiasm and grace. I cannot wait to see her succeed next year.



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The Mooring Mast adheres to the Society of Professional Journalists Code of Ethics and the TAO of Journalism.

The views expressed in editorials, columns and advertisements do not necessarily represent those of *The Mooring Mast* staff or Pacific Lutheran University.

Letters to the Editor should be fewer than 500 words, typed and emailed to mast@plu.edu by 5 p.m. the Tuesday before publication. *The Mooring Mast* reserves the right to refuse or edit letters for length, taste and errors. Include name, phone number and class standing or title for verification.

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Thank You
for a great year



The Mooring Mast
will return to stands in
the fall

LETTER FROM THE EDITOR-IN-CHIEF:

Change is our constant

By JESSICA TRONDSEN
Editor-in-Chief



When we planned the final edition of *The Mast* three years ago, my then-graduating co-editors decided to use their last opinion section to reflect on their time with the paper.

It was a sentimental spread dedicated to what they had learned about themselves and their futures from Pacific Lutheran University, their advisers, their peers and their involvement in student media.

It was somewhat self-serving, but it was special — a kind of proper goodbye to the audience they had long-cared for and worked for and a way for them to process their experiences.

I fell in love with the idea and offered it to my staff the next year when I was the opinion editor and again last year as editor-in-chief. Naturally, now that I'm graduating, the tradition had to continue. I've kind of been waiting for my own chance to create one of those sappy columns that has become a rite of passage.

I can't believe it's time for me to write it.

For nearly the past three-and-a-half years, a lot of my life has revolved around matters of this publication. Whether I was copy editing, assigning, writing, capturing, directing, uploading or laying out content, I've been closely involved in one way or another with the ins-and-outs of the organization.

I've experienced more than I ever could have imagined. I'd like to say "I've seen it all," but I know I haven't. Each day I am in the throes of it, I'm constantly encountering something new. In hindsight, I'll say I've enjoyed



PHOTO COURTESY OF JESSICA TRONDSEN

I am so lucky to have worked with the 2013-14 Mast Media Editorial Board, most of whom are seen here at the celebration of *The Mast's* 90th anniversary in February. Front row, left to right: Ashley Gill, Storm Gerlock, Jesse Major, Kels Mejlaender. Middle row, left to right: Leah Traxel, Alison Haywood, Jessica Trondsen, Media Board PR Coordinator Kelsey Hilmes, Kelli Breland. Back row, left to right: Bjorn Slater, Reland Tuomi, Evan Heringer, Sam Horn, Blake Jerome. Not pictured: Allie Reynolds.

every minute of it — but I can't say I always felt like that as it was happening.

There was a moment a couple years ago when I contemplated quitting *The Mast*. Actually, there have been a few of them.

It's stressful to be a student journalist, to balance the obligations and expectations of school while also working for an organization with an increasing interest in becoming bigger and broader and better, even when that growth comes with idealistic expenses.

The pressure to do more and be more and create more is constantly met with the reality of time, money, resources and necessity. Caring so much about something

that sometimes meets you with stagnancy and opposition is extremely frustrating.

But, because I stayed with it, I know it's also extremely worth it.

In February, *The Mast* celebrated its 90th year as a fixture of PLU. We planned a small gathering with a chocolate cake for a Tuesday night and sent invitations to *Mast* alums.

And they showed up. Former contributors from the 1940s all the way to our present-day staff showed up for this event. It astounded me that 10, 20 or nearly 70 years later those individuals still cared about *The Mast*.

They wanted to know what kinds of stories we were tackling, how our office space looked and

how technology had transformed our operations. Because of ongoing change, their familiar paper now seemed noticeably different.

The Mast is always changing. Whether it's an increased number of pages in the print edition, the use of color on the front page, the creation of a new section of content, a more encompassing website, a merger with another student media outlet or just the varying leadership that happens yearly because it's a student-run production, *The Mast* is and always will be changing.

The Mast is already much different now than it was when I first joined its staff. Regardless, our 90th anniversary reminded

me that throughout it all, some things are constant.

The paper has always had a dedicated community that strives for bigger and broader and better. Because of that, it's been something that builds off itself as it moves forward, taking ideas and work from previous years and incorporating that into its progress.

I doubt that will ever change.

I can't thank you enough for the amazing privilege of being part of this paper's history. Although I'll now be viewing from the bittersweet sidelines, I'm excited to see what happens next. In fact, I'm already looking forward to *The Mast's* 100th anniversary.

Early goodbyes to PLU and our paper

By KELS MEJLAENDER
Senior Copy Editor



One of the only drawbacks to graduating a year early is I'm forced to say goodbye to everything a little too early. In addition to my friends, professors and home, I have to give an early farewell to *The Mooring Mast*.

I started at *The Mast* my second year at Pacific Lutheran University, one of those students who'd never even opened a copy of the paper before.

I'll never forget that first interest meeting I attended in fall 2012 — I entered late and spent a good hour trying to figure out what "A&E" stood for. I still remember the critiques I'd get back on my first few attempts at writing, a definite message I knew nothing about journalistic writing.

Little did I know that within a month I'd be reading every story three times before publication and then

reading them all once more after we printed to check for any forgotten errors. After less than a month of writing about three articles per week, I became a copy editor.

Now, two years later, I've trained three copy editors and written countless more articles and columns. I've become so familiar with "The Associated Press Stylebook" that the updates or tips from the book's Facebook page are major points of interest in my day.

As senior copy editor, I have become more connected to campus life, learning about PLU-related news, arts and entertainment, business and opinions. Full disclosure, I still don't really know much about PLU sports — sorry, Sam Horn.

My weeks run on *Mast* time. My first thought when I hear "Monday night" is: *The Mast* meeting. If it's a Tuesday night, I think about how I'll be editing well into the evening. Thursday evenings I know to distribute the paper, and the rest of my week is devoted to working on any articles I'm writing for the next week.

For Wednesdays I know to never plan anything, because I'll be camping out in the office editing, often for about 16 hours with a slight reprieve midday for my history capstone.

Wednesdays are always a bit of blur: red pens, flats, InDesign issues, snacks, conversation, BuzzFeed

quizzes and guaranteed laughter.

I may be afraid of the homework I haven't finished once Wednesdays hit, but even essays with Thursday due dates staring me down can't stop me from enjoying *The Mast's* all-consuming production nights.

Soon I'll be leaving and feeling like an old veteran, even though my time here pales in comparison to some of the seniors graduating with me.

I don't know what my PLU experience would have been without *The Mast*. Probably more restful, with fewer all-nighters, and I may have done all sorts of mysterious and exciting things on whatever normally happens on Wednesday nights.

But I would have never really gotten to know PLU as well as I did if I hadn't worked for *The Mast*.

And for someone who is going to have to say goodbye to this school a year early in less than a month, that's started to become a lot more important.

In addition to my friends, professors and home, I have to give an early farewell to *The Mooring Mast*.

WHAT WILL ASPLU BE REMEMBERED FOR?

By ALISON HAYWOOD
A&E Editor



As I count down the days until graduation, I've begun spending some serious time reflecting on Pacific Lutheran University. I think of how much has changed since I came here four years ago, like the residents in my wing who switch out every year, the rules regarding alcohol and tobacco on campus — even the university's president is different.

One organization particularly affected by the waves of incoming first-years and outgoing seniors is Associated Students of PLU. In my time at this university, no two ASPLU Senates have been alike. Their presidents ran on different platforms, the senators pushed different agendas and the directors brought us new events.

The 2010-11 ASPLU famously banned the university from selling bottled water in an effort to reduce plastic use and brought the now-superstar Macklemore to LollaPLUza right before he got big.

In the same year, the debate around gender-neutral housing began. Although the issue was steeped in controversy and the process was slow, gender-neutral housing became a reality at PLU for the first time in the 2013-14 school year.

The 2011-12 ASPLU passed a resolution supporting the university-wide smoking ban, a measure that drew controversy and sparked dialogue and was ultimately mandated by the

university administration.

Also that year, then-venues director Emily Bishop brought PLU an unprecedented number of concerts, including the rising star Allen Stone. Stone would go on to play at Seattle's Capitol Hill Block Party the following summer.

Ian Metz, 2012-13 ASPLU president, brought us the controversial Community Dialogue Day. ASPLU also brought back the homecoming concert that year with singer-songwriter Eric Hutchinson.

Blood pressure ran high during the 2013 ASPLU presidential election because of one candidate's perceived opposition to gender-neutral housing.

The student government organization finished the year strong by passing a resolution to support contingent faculty members' right to vote on unionization, an issue you can read about on page three.

Which leads me to wonder — what will this year's ASPLU be remembered for? Certainly ASPLU President Aaron Steelquist has had some big shoes to fill.

Well, ASPLU brought us the homecoming dance, an event that happens every year. The venue — The Mansion on Broadway in downtown Tacoma — had a beautiful view overlooking the Port of Tacoma and lots of rooms and hallways to explore outside the main dance floor, so no complaints there.

Best of all, a full bar downstairs allowed of-age students to indulge in a liquid pleasure typically banned from campus.

Then it brought us the Harry and the Potters concert — or at least tried to, anyway. One of the band members had a family emergency, and the band had to cancel at the last minute. The band never returned to play at PLU, and no back-up concert took its place.

I wrack my brains, but I'm all out of ideas as to what ASPLU has accomplished this year. Senator-at-large Andrew Larsen tells me the organization has

sponsored many activities this year, including laser tag with Late Night Programming, 24/7 library hours during dead week, some Alternative Spring Break trips and the Parkland Community Mural.

While I won't dispute these events took hard work and planning on behalf of our student government, they do pale in comparison to ASPLU's accomplishments in years past, and the fact that I had to ask a senator to find out about them tells you something about ASPLU's on-campus presence this year.

Perhaps the epitome of ASPLU's incompetency this year was the debacle with the spring formal. As the weather warmed up this spring, Lutes began turning their thoughts to the annual spring dance, but ASPLU said nothing about it.

Worried students resorted to anonymous posts on PLU's confessions Facebook page — P.L.U. Confess — to find out information about it.

Two weeks before the scheduled dance, there was still no sign of it from official channels. ASPLU hadn't put up any posters or made any official announcements — it handled everything through its Facebook page. It announced PLU would host the dance on campus, in a tent, with no alcohol — and still cost money.

As a graduating senior, I was angry to say the least. I'm not a person who puts much stock in things like prom or homecoming, but I was still hoping to enjoy the last dance of my senior year.

I'd had a great time at last year's spring formal, held in downtown Seattle at the Experience Music Project, and I was looking forward to something equally as fun this year.

So when I heard the news that ASPLU had cancelled the dance — again, via Facebook — I was disappointed, but slightly relieved. I'd prefer no dance at all to a low-grade one on the lower-Anderson University Center

plaza.

We're not in middle school any more — we don't need to hold school dances in our school gym.

Besides, it's not like ASPLU can't afford it. Former ASPLU presidential candidate Thomas Kim centered his platform on utilizing all of ASPLU's \$176,000 budget last spring. This dance's failure was the result of a pure lack of planning.

Senior Kameron Jacobs, who is on the committee for LollaPLUza, wrote on Facebook that ASPLU canceled the spring formal,

because "there was just too much going on, especially with LollaPLUza taking a front seat in the focus of programs."

Well, I've got news for you, ASPLU. LollaPLUza better be especially good this year if you're using it to justify cancelling the spring formal and to make up for your lack of programming.

As a new group of ASPLU senators and directors settle into office for the 2014-15 year, I challenge them to do better than their predecessors. The students who elected you will thank you.

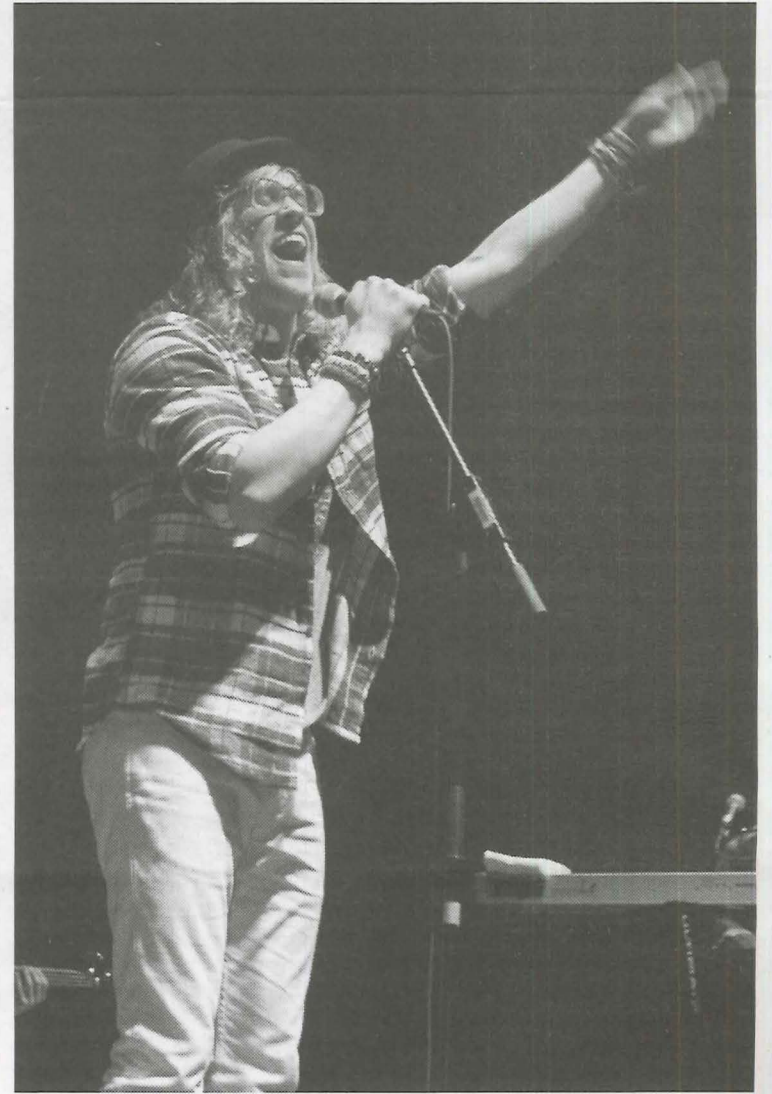
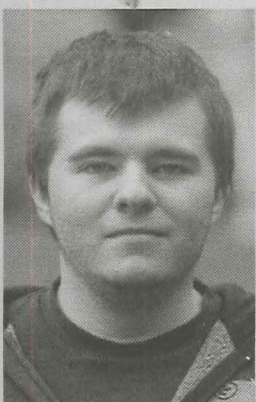


PHOTO COURTESY OF THE MAST ARCHIVES

Soul singer Allen Stone performs in the former Eastvold Auditorium in March 2012. Stone was one of the more prominent artists then-venues director of ASPLU Emily Bishop brought to campus that year.

Aspiring journalists need student media

By JESSE MAJOR
Photo Editor



My journey as a Lute is unlike most. I transferred as a first-year junior after doing running start and attending Peninsula College.

Now I'm graduating college again.

I'm perfectly OK with leaving Pacific Lutheran University. The school is not what I'll miss. I'm going to miss exactly the same thing I miss at Peninsula College — the newspaper and its staff.

Something weird happens when you spend several hours at a time with your friends complaining about InDesign, deadlines, InDesign, classes and InDesign. You become a family, which is something I'm losing again.

The newsroom is unlike anywhere else I have worked. Usually I get to know co-workers just enough to be able to work with them — but in a student newsroom you become very close.

As student journalists, we have conversations that almost no other students would be interested in. We have had in-depth discussions about fonts, picas, kerning, serifs and why Comic Sans and Papyrus shouldn't even exist.

The newsroom is where I've learned just about everything I need to know to work as a professional journalist. We are the only students on campus fighting to be paid less. It's not unheard of for editors to finish working after the sun rises. The low pay and long hours will prepare us for the real world.

But in all seriousness, the student newsroom has also taught me to be a journalist. Sure, the classes and lectures are supposed to help us learn, but nothing can equate to hands-on experience. I firmly believe you cannot learn journalism in a classroom.

That being said, "Communication Law" is one of the best classes I've taken. Learning how to not get sued is something I'd rather learn in the classroom anyway.

The newspaper is also the only place I've been able to learn photojournalism. PLU has abandoned teaching visual journalism. Visuals are thrown in on the side but not focused on, and photography is my passion, specifically news photography.

The one thing I find appalling is that journalism majors can graduate this school without ever working in student

media. At Peninsula College, the only way to study journalism is to work at the newspaper — it is the journalism class.

At PLU, it is possible to graduate with a degree in journalism and have no experience in the field. I would not be nearly as strong of a journalist if it wasn't for student media.

I've even been able to freelance for two newspapers and intern for Metro Parks Tacoma and a wedding magazine, all because I actually had experience. Despite all this experience, I know there is a lot more for me to learn.

My problem is that in the classroom, you don't worry about other people seeing your assignments. But in the newsroom, you know your work will be seen by hundreds, maybe even thousands.

When the public is watching you, you strive to be your best. Your name is on the line, and if you mess up, the public will hold you accountable.

We have had in-depth discussions about fonts, picas, kerning, serifs and why Comic Sans and Papyrus shouldn't even exist.

But the public is not the scary part. At a student newspaper, your friends read every word you write and find every mistake — and there's always a mistake. This piece alone has been edited by at least three editors.

Working at a student newspaper has prepared me to be a professional. Not only has it taught me journalism, but it has taught me to deal with stress, deadlines, people and every other aspect of working in the real world.

Unlike other jobs, you can't call in sick if you're on deadline. The reality is that if you say you will do something for the newspaper and you don't, there will be a huge hole in the paper that someone else will have to fill. You don't do that to your friends.

This is unlike the classroom. If you don't turn your assignment in to a professor, the only consequence is a lower grade. As student journalists, we are always held accountable for what we do or don't do.

I'm shocked PLU allows journalism students to graduate without experience in student media. An internship is required, but it doesn't have to have anything to do with journalism.

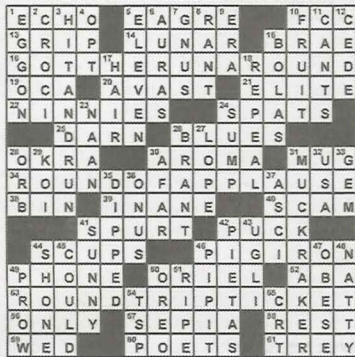
My experience at *The Mooring Mast* has been amazing, and it couldn't have been with a better group of people. It's an experience all journalism students should have.

Universal Crossword

Edited by Timothy E. Parker April 13, 2014

- ACROSS**
- 1 Part of the NFL
 - 4 Eagerly expectant
 - 8 Non- mentis
 - 14 "The Family Circus" cartoonist Keane
 - 15 The first James Bond movie
 - 16 Away from one's mouth
 - 17 Foreman
 - 19 Kathy Bates film
 - 20 Wife of Jacob
 - 21 Back end of a private meeting?
 - 23 Onager, e.g.
 - 24 Ontario's capital
 - 26 Bro or dude kin
 - 28 Amount to take
 - 30 Like a big-time landowner
 - 33 Full of merriment
 - 36 "It's either them "
 - 38 Compete
 - 39 Wanted poster abbr.
 - 40 Top prison officials
 - 42 "Able was I, I saw Elba"
 - 43 For each
 - 44 Jewish month after Av
 - 45 Closer, as to one's heart
- 47** A plant disease
- 49** Public lecture hall
- 51** Private student
- 53** Crime statistics
- 57** Curiosity killed it
- 58** Have faith in
- 60** Fiddling Roman emperor
- 61** Dashing
- 63** Protector or defender
- 65** One of several Monopoly properties
- 66** Place for a cabin
- 67** zag
- 68** Thing approved by the SEC
- 69** "Would you down?"
- 70** Golfing Ernie
- DOWN**
- 1 Like from the blue
 - 2 "Hawaii " (CBS revival)
 - 3 Word used around defibrillators
 - 4 They're sometimes classified
 - 5 United States emblem
 - 6 Three words before "customer"
 - 7 Clinton's veep
- 8** Star's small role
- 9** "Mikado" sash
- 10** Tile art, say
- 11** Thing on a big boat (with "life")
- 12** Things on a little boat
- 13** Using trickery
- 18** Prefix meaning "rose"
- 22** " Goes My Baby" (Drifters hit)
- 25** "Don't worry about it"
- 27** Rubber at a spa
- 29** Worthy of reverence
- 31** Hibernia
- 32** Bambi kin
- 33** Witty remark
- 34** Green-lighted
- 35** Janitor, e.g.
- 37** Set about, as a project
- 41** 12-inch stick
- 46** Change, as the
- 48** Shutting off the audio
- 50** Like Fridays, in some offices
- 52** Old-time anesthetic
- 54** " the day!"
- 55** Hiker's path
- 56** Singles and jingles
- 57** Batman's hideaway
- 59** Wrinkly skinned fruit
- 61** Male sheep
- 62** Lawyer's suggestion
- 64** With one's career completed (Abbr.)

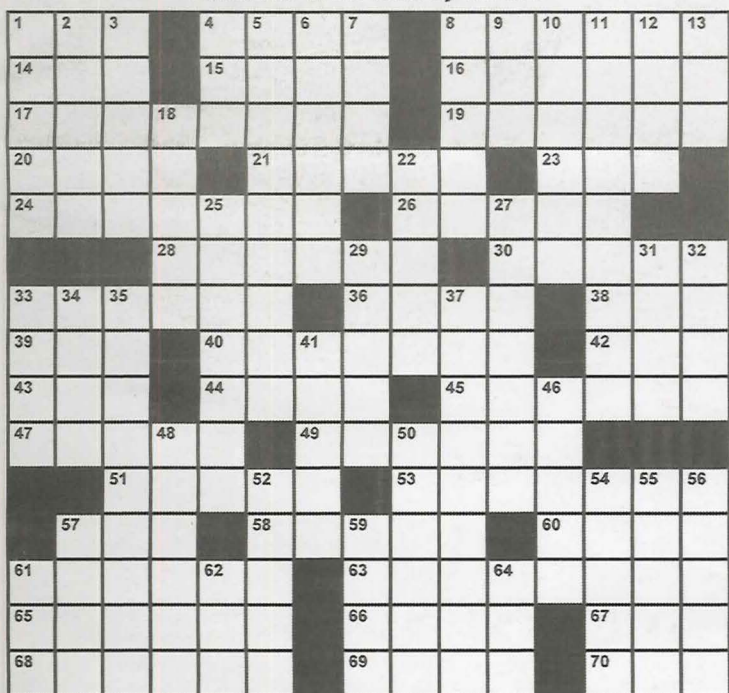
PREVIOUS PUZZLE ANSWER



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4/13

FINDERS KEEPERS By Tim Burr



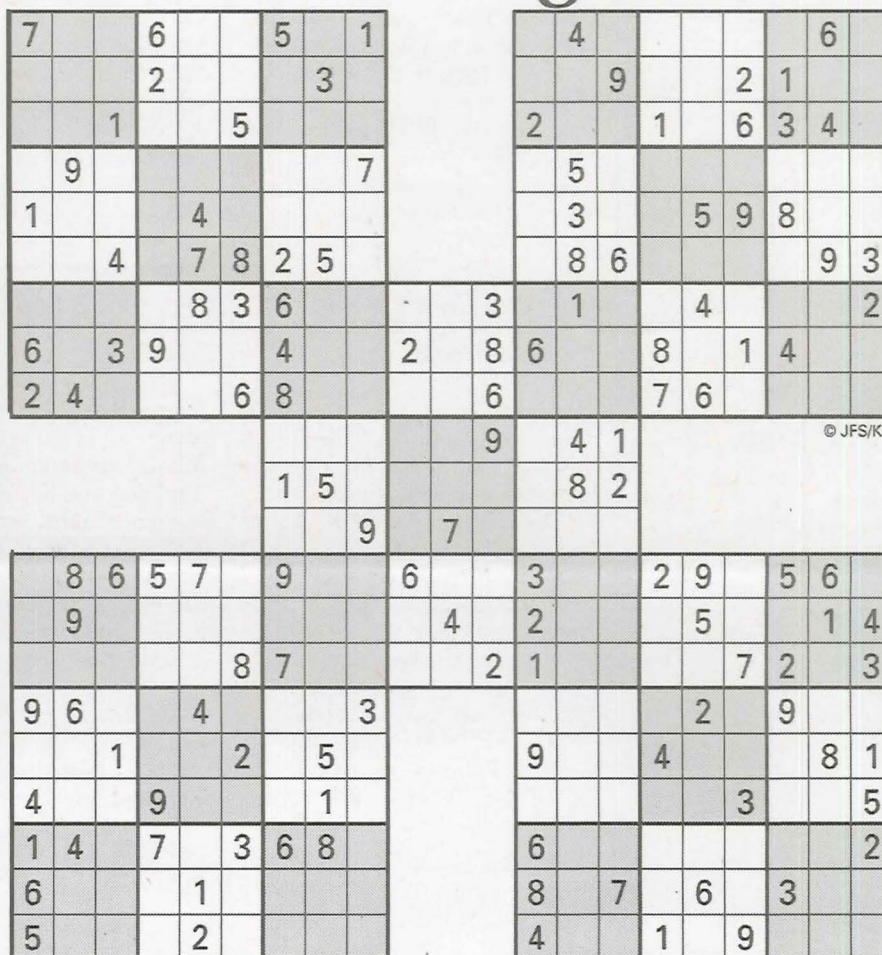
CLASSIFIEDS

Rental house right next to PLU campus, 4 bedroom (1 master for 2 beds so usually 5 person house), 2 bath, swimming pool. Rent is \$1,700 including utilities! Breakdown: \$340.00 per person.
If interested, contact Joe Neary at (253) 678-9167

4 Bedroom House near Library! 4 Bedrooms, 1 Bath, 1 car garage. FREE CABLE TV and FREE INTERNET!! New gas furnace, vinyl windows, washer, dryer, dishwasher, microwave, self-cleaning oven, covered patio, fenced back yard, hardwood floors, wired for network, lots of off-street parking. \$1,500 per month.
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5 Bedroom House on Wheeler Street - 5 Bedrooms, 2 Baths, FREE CABLE TV and FREE INTERNET!! Just a short walk to class. Lots of off-street parking, wired for network, private deck, full-sized washer and dryer, all appliances including dishwasher. Room for six students. \$1,875 per month.
Contact Dave Carlson at 253-318-7008 or carlsoda@comcast.net

SUDOKU High Fives



HOW TO PLAY: Sudoku High Fives consists of five regular Sudoku grids sharing one set of 3-by-3 boxes. Each row, column and set of 3-by-3 boxes must contain the numbers 1 through 9 without repetition. The numbers in any shared set of 3-by-3 boxes apply to each of the individual Sudokus.

PLU discusses marijuana

The Mast asked students in a poll starting April 23 what they think about the smell of pot.

Join the conversation at <http://mastmedia.plu.edu/> in the Opinion section.

What do you think of the smell of marijuana?

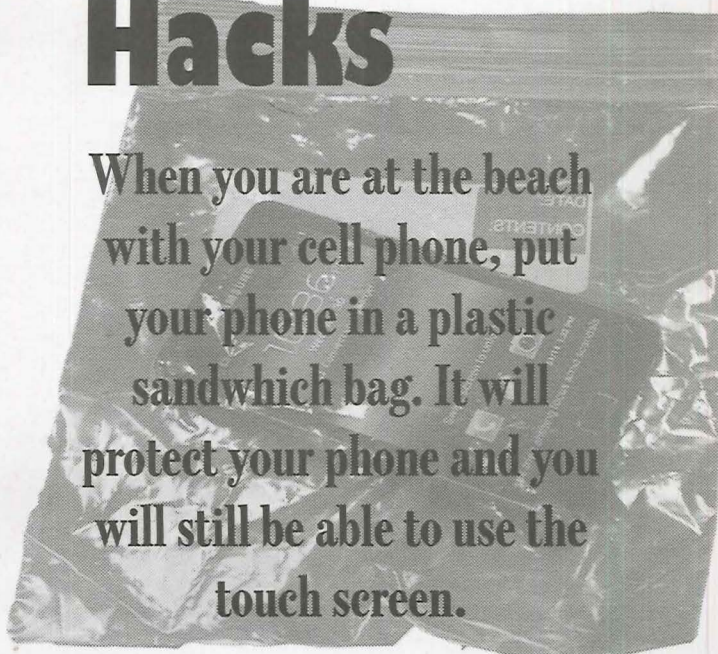
- 34% It smells bad, but I can deal with it. 34 votes
- 32% I like the smell. 32 votes
- 20% It smells like a hippy who wears patchouli. 20 votes
- 9% I have no opinion. 9 votes
- 5% I'm not sure what it smells like. 5 votes
- Total votes 100

Results as of April 30, 11 p.m.

Life

Hacks

When you are at the beach with your cell phone, put your phone in a plastic sandwich bag. It will protect your phone and you will still be able to use the touch screen.



Lutes baseball sweep Boxers to stay in playoff hunt

PLU scores 12 combined runs in last home stand of the season, will play in the upcoming regional tournament

By **NICK BARENE**
Sports Writer

The Lutes baseball team swept visiting Pacific University in a three-game series this weekend, winning 3-1, 1-0 and 8-2.

GAME 1

In the first game of the weekend, the Lutes pulled out a 3-1 victory.

Pitcher Trevor Lubking, a junior, was dominant once again, this time pitching a complete game. In his nine innings of work, Lubking gave up just one run on five hits with no walks while striking out eight batters.

Pacific scored its only run in the top of the first inning on a single by Ben Duerr. After that, Lubking, the NCAA DIII leader in strikeouts this season, stymied the Boxers.

The Lutes first scored in the third inning when senior Nick Hall led off the inning with a base hit. He stole second base and

came around to score on a single by first-year Shawn Abe to tie the game, 1-1.

The score remained tied until the seventh inning when junior Curtis Wildung reached base on a walk. Hall reached base on an error and senior Alec Beal reached on a fielder's choice that loaded the bases.

Junior Collin Nilson then hit a fly ball into foul territory that was deep enough for Wildung to tag up and score. Sophomore Drew Oord hit a sharp base hit to center field to bring home Beal and give the Lutes a 3-1 lead.

Those runs were all the Lutes would need to earn the win, as Lubking finished out the game to earn his sixth win of the year.

GAME 2

The second game was another pitcher's duel, and PLU only needed one run to earn the win. Junior Chris Bishop pitched seven shutout innings, giving up just five hits and three walks while striking out six.

Fellow junior AJ Konopaski pitched the final two innings for his 13th save of the year.

The Lutes' only run came in the fourth inning when Nilson led off with a double. Oord bunted to move Nilson over to third. The throw to first on the play flew past the first baseman, allowing Nilson to score the deciding run.

GAME 3

Prior to the third game, the Lutes honored seniors Beal and Hall. The Lutes sent their seniors out with an 8-2 victory.

First-year Derrick Mahlum had a great day on the hill for the Lutes going 8.1 innings. He gave up just two runs on six hits with four walks and eight strikeouts.

The Lutes' scoring rampage started in the second inning. With two men on, Wildung hit a sacrifice fly that scored Abe and put PLU on the board. Later on, Beal hit a two RBI single to left field to put the Lutes on top 3-0.

Beal had another RBI single in the fourth inning, and first-year

Kory Vanderstaay drove in Abe and sophomore Tyler Thompson in the sixth inning with a base hit to put the Lutes on top 6-0.

In the eighth inning with Abe aboard, Wildung launched a homer over the right field wall to give the Lutes an 8-0 lead.

Pacific scored two in the ninth,

and sophomore Cory Nelson came in to strike out the final batter of the game to preserve the victory for the Lutes.

The Lutes finished the season with 25-14 overall record and 16-8 in Northwest Conference play. The Lutes playoff status has not yet been determined.



FILE PHOTO BY JESSE MAJOR

First-year pitcher Derrick Mahlum helped the Lutes complete the sweep over Pacific by pitching 8.1 innings in his seventh victory of the season.

Women's rowing team splashes its way to success

By **GIANCARLO SANTORO**
Sports Writer

The Lutes women's rowing team claimed top five finishes in every event against a number of schools from Washington, Oregon and California this past weekend. The two-day Western Intercollegiate Rowing Association Championships took place in Lake Natoma in Folsom, California.

The Pacific Lutheran University Novice 4 Squad beat out Portland State (9:35.3), Chapman (9:47.1) and Washington State (9:59) Saturday with the quickest time of 9:18.6 to win the final after taking fifth in

the second heat previously.

The Varsity 4 squad placed fifth place (8:22.9) behind Western Washington (7:50), Long Beach State (8:04.1), Occidental (8:05.1) and University of California-Irvine (8:06).

"This last weekend went really well," senior Taylor Brunstad said. "The women's Novice 4 Squad had a great race in the petite final. The women's Varsity 4 also had really good races and held off other boats in their final."

Brunstad also said the women's Varsity 8 is coming together and is getting all the parts of the race smoothed out with one of the best starts and sprints it has had all

season.

PLU closed out Saturday's action by finishing fourth in the WV4 Petite final. UC Irvine took first in the event with a time of 8:35.5 while Portland finished second (8:42.1), Oregon third (8:54.3), Chico in fifth (9:06.4) and University of California-Santa Barbara in last (9:27.3).

Sunday gave the Lutes its second best finish of the weekend when PLU's Varsity 8+ Petite team rowed to a time of 7:13.57, good for third place. UC Santa Barbara recovered from its sixth place finish to take first (6:59.7) while Occidental took second (7:12.82).

The Lutes final event of the year is

tomorrow at Dexter Lake, Oregon, where they will compete in the Northwest Collegiate Rowing Conference (NCR) Championship Regatta.

"I'm really excited for this coming weekend," Brunstad said. "We are all having a lot of fun, and traveling is always a great experience."

PLU will face WWU, UPS, L&C, Humboldt, SPU and Willamette. Brunstad said she can't believe how fast this season has gone.

"We have a wonderful group of women on the team," Brunstad said. "Our team is really fit and prepared to finish out the season really strong."

Women's golf team finishes fourth in two-day conference tournament

By **AUSTIN HILLIKER**
Guest Writer

This past weekend, the Pacific Lutheran women's golf team took fourth overall in the two-day conference tournament at the Oregon Golf Association Course in Woodburn.

With a combined team score of 692 over the weekend, the women gathered up a solid two days of quality golf.

During the first day of the tournament, the Lutes shot a tournament-best 20 strokes from their first round score of 356 to secure the fourth overall spot.

First-year standout Desirae Haselwood, who finished two points shy of earning second-team all-NWC honors, led the Lutes with a combined overall score of 167.

She golfed an 85 Saturday and an 82 Sunday.

These results gave Haselwood a top-

10 finish, in which she tied for ninth overall among all other competitors. Haselwood said she felt good about the tournament but felt things could have been better.

"I feel like as a team, things were pretty solid, but we all felt we could have posted a better score," Haselwood said. "Personally I played the tough holes well, but gave up some strokes on the easier parts of the course."

The women's team also experienced its fair share of the Pacific Northwest weather.

"It was very rainy for part of the day, and the course became very slow," Haselwood said. "The course was very wet and played even longer than it was yesterday. It poured for most of the front nine and then it rained on and off on the back nine."

With the Lutes finishing fourth in the tournament, they will not qualify to compete in the national tournament.

THREE-WAY TIE FOR FIRST PLACE IN MAST SPORTS PICK 'EM CHALLENGE

By **SAM HORN**
Sports Editor

It's fair to say my fingers were cramped after writing three certificates this past week.

But that doesn't mean I'm not proud of the three contestants who, with enough luck, won the spring Mast Sports Pick 'Em challenge.

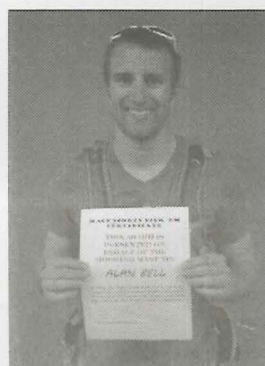
Senior Kyle Peart, junior Alan Bell and first-year Cale Powers were the three winners, and boy, did they know their sports inside and out.

Throughout the spring, these three guys were on top of their game. While none of them finished with winning records, they still finished one step ahead of the competition.

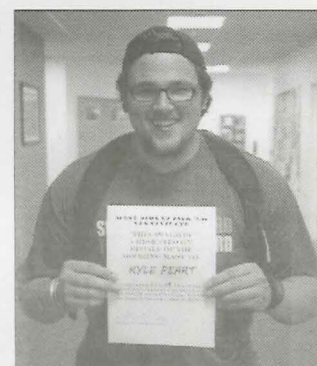
Whether I asked them a question about LeBron James or Pacific Lutheran University sports, these guys seemed to know the answer. Well, at least for the most part.

There were some weeks where all three of these guys didn't correctly guess the answer to my question, but that shouldn't define them.

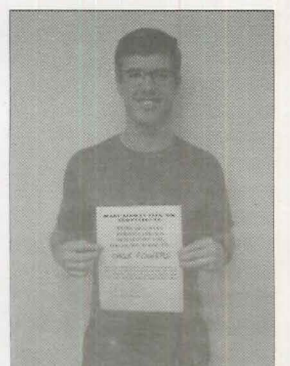
In my book, they're defined as winners.



Alan Bell



Kyle Peart



Cale Powers

SAM SAYS... It's time to step down

By SAM HORN
Sports Editor

With each passing minute, I have relished my position as sports editor of *The Mooring Mast*.

The opportunities to write an array of articles and gain experience in doing so has been critical to my understanding of how to be successful in the sports media industry.

It has been incredible to see every sports team at Pacific Lutheran University succeed in its own way. The women's swim team and the men's golf team both won a conference crown this season.

The football team cruised its way to a second consecutive playoff berth. The baseball team has two of the nation's most dominant pitchers in juniors Trevor Lubking and AJ Konopaski. First-year tennis player Sam Stadter earned second-team all-Northwest Conference honors.

You really can't ask for more if you're the sports editor.

It has been a pleasure to write a weekly column for the past 19 issues. It has been a pleasure to run *The Mast Sports Pick 'Em* challenge for the past two years.

To say I have enjoyed this process would be an

understatement.

I will be stepping down as sports editor next year. I will be joining MediaLab in an effort to broaden my horizons. I have had an unforgettable experience working with the editorial staff at *The Mast*.

Every editor on *The Mast* is fantastic in her or his own way, and I wish all of them the best down the road.

I will still be involved with *The Mast* next year, but as a sports writer. I want to give another qualified individual the chance to be in charge of the sports section.

Here's to another year of success.

Five Lutes receive All-NWC softball honors

First-team awards:

Senior Lindsey Matsunaga, infielder
Senior Katie Lowery, catcher
Senior Spencer Sherwin, outfielder
Junior Kelsey Robinson, pitcher

Honorable mention:

Junior Tori Hamura, infielder

Men's golf team crowned Northwest Conference champions

By AUSTIN HILLIKER
Guest Writer

The Pacific Lutheran University men's golf team took home a nice piece of hardware this weekend, claiming its first Northwest Conference Championship since 2001 at the Oregon Golf Association Course in Woodburn.

Throughout the two-day tournament, the Lutes built up a commanding 10-stroke lead over their fellow conference foes finishing with a combined weekend total of 602, 26 shots over par at the par-72 course.

Among the top performers for the Lutes was junior Tim Livermore, who shot a 76 Saturday and a 79 Sunday.

"It felt good to play up to our potential," Livermore said. "It's where we expected to be as a team. I'm really happy."

Senior Dustin Hegge and sophomore Seth Nickerson also played at the top of their game this weekend, finishing second and third in the overall standings.

Hegge, who took third, golfed an outstanding score of 71 Saturday, while teammate Nickerson — who took second — golfed an overall combined team best with a 74 Saturday and a 73 Sunday.



PHOTO COURTESY OF PLU ATHLETICS

PLU claimed its first men's golf conference championship since 2001. From left to right: sophomore Justin Lee, sophomore Seth Nickerson, senior Dustin Hegge, junior Tim Livermore and first-year Thomas Huddleston.

The Lutes fought through their fair share of the elements as well, with the rain coming down the majority of Sunday.

"It was gusty all day with off and on rain," Livermore said. "We just wanted to stick to our game plan and knew that if we could do that, the rest would take care of itself."

PLU men's head coach Kris Swanson earned Coach of

the Year for guiding the Lutes to a conference title.

With the Lutes taking first place in the tournament, they have earned an automatic bid to the national championships.

The national tournament will take place May 13-16 in Greensboro, North Carolina.

Track and field teams race their way to top-five finishes at Northwest Conference Championships

By GIANCARLO SANTORO
Sports Writer

DAY 1

Baker Stadium last Friday featured the finals of 12 field events and preliminary heats of 12 track events. Both the men and women put up good scores on the first day of competition, but the shot put and hammer throw events stole the spotlight.

Senior Kyle Peart, first-year Lucas Hatton and junior Tevon Stevens-Brown placed first (15.6 m), second (15.28 m) and third (15.13 m) in the shot put respectively, producing the only sweep of the meet.

"While I didn't throw as well as I wanted, being able to sweep an event was an unreal feeling," Peart said. "It was real important for us to do well in the throws on the first day."

Peart also placed a strong second in the hammer throw.

"It was a battle for first, and I only lost by around 30 centimeters," Peart said.

The women throwers found success as well. Senior Samantha Potter took fourth in the shot put with 12.29 meters and senior Jorgina Moore's 48.41 meter throw earned her second place in the hammer.

"As a team, I think we did well," thrower Marisa Gonzalez, a sophomore, said. "Many of our athletes placed in the top

eight and got points for our team. Several took the podium and medaled in their event and a number of athletes set personal records."

In the women's preliminary track events, sophomore Amanda Wilson placed fifth (26.36) in the 200-meter dash and fourth (59.42) in the 400. Senior Taryn Dee finished fifth (1:06:39) in the 400 hurdles.

Sophomore Marqui Makupson earned first place (11.06) in the men's 100-meter dash while senior I.V. Reeves placed an extremely close second (11.08). Sophomore Chris Edgecomb finished the highest for the Lutes in the 400 hurdle in fourth place (57.91).

DAY 2

A combined 24 Lutes claimed top eight finishes on the last day of the NWC Championships, and it was in the 100-meter dash where PLU was a cut above the rest.

Makupson cemented the men's third-place finish by claiming the men's 100 with a time of 10.94 seconds. Fellow sophomore Richard Johnson took second with 10.96 seconds.

Meanwhile, junior Alan Bell earned

third in the 110-meter hurdles with a time of 15.32 seconds.

"As a team, the weekend was good," Bell said. "We [the men's team] finished in a tie for third which is the second time in three years we have placed in the top three at conference. It took a whole team effort to place where we did and that makes it much sweeter."

Dee put up a time of 1:05:84 in the women's 400 hurdles and also helped the women's 4x400 relay team take fourth.

Potter took the podium with a second place (42.66 m) finish in the discus and senior Stephanie McFarland placed fourth (41.3 m) in javelin.

While the women finished in distant sixth place, they weren't entirely discouraged.

"I wouldn't say we are disappointed taking sixth place," Gonzalez said. "We had some unfortunate injuries throughout the meet, but we fought through them and everyone competed hard. We just need to keep doing what we're doing, working hard in practice and putting in extra time."

PLU returns to the field May 3 to compete in the Saint Martin's Invitational in Lacey, Washington.

The World Cup title is up for grabs

Host nation Brazil looks like early favorite to win it all

By **GIANCARLO SANTORO**
Sports Writer

There are officially fewer than 50 days until the opening game of the 2014 FIFA World Cup in Brazil this summer, but it's not yet clear which team is going to bring the world's biggest sporting prize back to its home country.

Just because everyone is secretly thinking it, I have to get it out in the open — it won't be the United States.

For those who don't know, the U.S. was put into Group G, otherwise known as the "Group of Death," with Germany, Portugal and Ghana.

To put it in perspective: Ghana knocked the U.S. out of the last two tournaments (2006, 2010), Portugal has superstar Cristiano Ronaldo and Germany is one of the favorites to win the whole thing.

All hope might not be lost for our hometown heroes though. A contingent of American stars such as Clint Dempsey, Michael Bradley and Eddie Johnson have returned to Major League Soccer over the past two years, giving the team potential to provide a massive upset.

But if not the Stars and Stripes, then who?

While there are a number of teams that have the potential to write their names in the history books, there can be only one: Brazil.

The country's very name is synonymous with *futebol* (Portuguese for soccer). Brazil has won the most World Cups in soccer history and this summer looks like it is shaping up to be a good one for the Samba Boys.

HOME-FIELD ADVANTAGE

"Brazil, because of hometown love," sophomore Mike Arguello, a goalkeeper for the Pacific Lutheran University men's soccer team, said.

It's a simple response, but it couldn't be any truer.

Putting aside the protests, stadium delays and overall pessimism surrounding this summer's tournament, the Brazilian players will be ready.

With a truly star-studded lineup that features players from teams like Barcelona, Chelsea and Real Madrid, the Brazilian team is full of experience at the top level.

And it is surely an advantage that Brazil's opponents will have to play in front of a cacophony of drums and screaming Brazilian fans who will make it as difficult as possible for Brazil's Group A opponents Croatia, Mexico and Cameroon to even communicate with each other.

"Brazil will look to make a statement that they're back on top," sophomore Tyler Bennett, a men's soccer player, said. "Being in front of their home crowd just gives them more incentive and energy to put in good performances."

Considering the Brazilians haven't won the World Cup since 2002, failure to win at home will not go over well, and the team will have to dig deep to end its 12-year drought.



PHOTO COURTESY OF CREATIVE COMMONS

FIFA officially confirmed Oct. 30, 2007 Brazil would host the 2014 World Cup. The President of FIFA, Joseph "Sepp" Blatter, holds up a sign declaring Brazil the host for the prestigious event.

MULTIPLE HORSE RACE?

While Brazil is undoubtedly the most attractive option, it wouldn't be doing the other 31 teams justice to think the Brazilians have the tournament wrapped up before it even begins.

Argentina poses a formidable threat in the form of three-time world player of the year Lionel Messi, and it would love nothing more than to win the trophy on its archrival's field.

It would also be impossible to ignore Spain, which is aiming to win an unprecedented four tournaments in a row starting with the 2008 Euro Cup, the 2010 World Cup and the 2012 Euro Cup.

But one PLU student athlete thinks a different team is better prepared.

"I think Germany [will win] because their midfield is basically all Bayern Munich, as well as their goalkeeper," senior Alex Murray said. "The club chemistry will allow them to control games, and their defense has lots of experience."

Bayern Munich is a German sports club best known for its soccer team. That team is the reigning 2013 Champions League champion and is almost entirely made up of German international players.

It's worth noting the German team also has a very good record at World Cups, having made it to the semis in 2006 and 2010.

The last time Brazil and Germany met in a World Cup final was back at the 2002 World Cup in Korea and Japan. As mentioned earlier, it was also the last time Brazil won.

Germany, on the other hand, hasn't tasted success since the country was still formally divided by the Berlin Wall, when

it won its third trophy in 1990 under the name of West Germany.

As with every four years, the World Cup will capture the imagination of billions around the globe for one short month. Despite all this analysis and predicting who will win and who can't win, it's really

all about the game.

And who knows, the U.S. could knock Germany out in the group stage and render the Germany-Brazil showdown argument in this article irrelevant. Now wouldn't that be something.



PHOTO COURTESY OF CREATIVE COMMONS

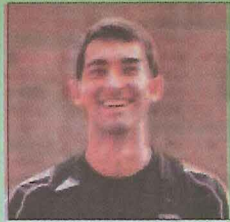
Neymar is one of the star players for the Brazilian national football team. The forward plays for FC Barcelona in La Liga.

Who do think will win the 2014 World Cup?



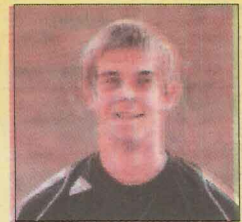
Sam Watkins, senior

"Belgium, because of Romelu Lukaku."



Joe Oleginski, senior

"Germany. They have lots of World Cup experience and have relatively young players who have been successful in club play recently."



Taylor Jackson, senior

"Brazil, because of current player form, young talent contributions and being the host nation."

Strikingly impressive

Lute pitcher records strikeouts by the minute, career as a professional baseball player a potential path

By **SAM HORN**
Sports Editor

The dust settles as Lewis & Clark's Andrew Taver trots up to the plate. The batter's box had been frequented by five previous batters in the fourth inning, so the umpire is busy shining home plate to perfection.

Eyes locked on his opponent, junior Trevor Lubking prepares to hurl a fastball past Taver. Lubking knows he has to throw a strikeout with the bases loaded and two outs.

It does not matter that nearly a month before, Taver had hit two home runs in a doubleheader. It does not matter that going into the game, Taver had batted in 13 runs on the season.

That was in the past. Lubking is focused on the present. Lubking is focused on the task at hand and minimizing the damage.

Equipped with a wide array of pitches and a tastefully combed mullet, Lubking unleashes a pitch that freezes Taver.

The umpire, fresh off his duty from cleaning home plate, pulls back his right hand.

Strikeout. Lubking escapes to pitch another inning.

With the bases loaded, Lubking exemplified why he leads the nation in strikeouts during this April 18 game at Lewis & Clark.

STRIKING OUT

"Strikeouts happen when a pitcher combines an overpowering pitch with great location," head coach Geoff Loomis said. "Trevor [Lubking] is better than most at doing that."

The orthodox approach to pitching is quite simple.

When faced with a 0-and-0 count, the pitcher needs to throw a strike to get ahead in the count.

When a 1-and-1 count occurs, the demand to throw a strike is even greater than on a 0-and-0 count, because the pitcher can really swing the at-bat in his favor.

Lubking has learned this basic approach to pitching through many years of training. The notion is ingrained in his head that getting ahead in the count is a necessity.

Falling behind in a count as a pitcher is never ideal, but these instances do happen.

Pitching against Concordia Feb. 3, Lubking had given up one hit in the fifth inning after conceding two runs in the inning prior.

With a runner on first and two outs, Lubking stared down his opponent, knowing he couldn't allow another run.

Two pitches later, Lubking found himself in a 1-and-1 count. Concordia's designated hitter, Ryan McMonigle, gripped his bat and prepared for the third pitch.

Strike.

McMonigle raised his blunt weapon again and readied himself for pitch No. 4.

Strike.

Before McMonigle could blink, he struck out.

"It's all really about mentality," Lubking said. "It's all about not worrying about them [the runners], bearing down and getting your outs."

In 12 appearances this season, Lubking has struck out 111 batters — one of the top pitchers in the nation. The next closest pitcher doesn't even come close.

Jake Perkins, from Ferrum College in Virginia, has compiled 83 punchouts.

"It's pretty cool to look and see my name at the top of the charts," Lubking said. "Hopefully at the end of the season, I can stay up there. My first goal, though, is to get wins. Strikeouts are kind of a bonus."

Three years ago, the strikeout king wasn't even supposed to attend Pacific Lutheran University. He had already signed his letter of intent to be a Bulldog at Bellevue Community College.



PHOTO COURTESY OF ANDRE TACUYAN

Pitcher Trevor Lubking, a junior, hurls a pitch during a home game this past season. This 2014 season proved to be a successful year for Lubking, as he won six games and only allowed 21 earned runs in 13 appearances.

"Strikeouts happen when a pitcher combines an overpowering pitch with great location. Trevor is better than most at doing that."

Geoff Loomis
Baseball head coach

BECOMING A LUTE

Most people who reside in Buckley, Washington will say they live a fairly simple lifestyle.

Growing up in a town with a population of about 4,500 people, Lubking's priorities were baseball, school and family. It doesn't get much simpler than that.

"I started playing [baseball] ever since I can remember," Lubking said. "I had a glove in my hand and a ball and bat and all that stuff. It was just kind of a family thing and ever since then, I've just had the drive to continue playing and keep going from there. It's just always been my thing."

The Lubking love for baseball didn't begin with the Lute. It began with his grandparents. Lubking's grandpa on his father's side played semi-pro baseball in Wenatchee nearly 50 years ago.

With a family history of baseball, it only made sense for Lubking to pursue the sport after graduating from Buckley High School.

As a senior at Buckley High School, Lubking was strongly considering attending Bellevue College.

After all, he had signed his letter of intent to be a Bulldog.

However, in January of his senior year, Lubking received a call from the head baseball coach at PLU.

Loomis contacted Lubking and said, "I'd like for you to come pitch and play outfield for us."

While Lubking did play outfield and hit in high school, he knew if he wanted to become a professional ballplayer, his intended path would be to strictly focus on pitching.

"I feel like I get more satisfaction out of pitching than I do hitting," Lubking said. "Hitting is fun, granted, but I've realized that if I just focused on pitching, I can turn baseball into a career."

Lubking has four pitches in his arsenal: the four-seam fastball, the two-seam fastball, the slider and a changeup.

"The four-seamer slides away from batters because I'm a lefty," Lubking said. "The two-seam fastball will have a little bit

more dive."

These four pitches have allowed Lubking to dominate Northwest Conference foes for the past three years.

Not only has he won six games this season, but Lubking has also thrown three complete games and kept his opponents' batting average under .200.

Perhaps the most telling statistic is the fact that Lubking has only surrendered 12 hits in two out situations this season. In those situations, Lubking has faced 100 batters, making for an impressive .120 average.

"Without question, his biggest area of improvement has been efficiency," Loomis said.

As a byproduct of his pitching talents, scouts from the Houston Astros, Milwaukee Brewers, Tampa Bay Rays and Los Angeles Dodgers have contacted Lubking.

Making the jump from the collegiate realm to the professional level is difficult, no matter the talent of the rising star.

But from what Lubking has shown professional scouts and the nation, it seems he is just a couple of strikeouts away from making that bold leap into the Majors.

Trevor Lubking's 2014 statistics

2.12 earned run average

111 strikeouts

6-2 record

.196 opponents' batting average

Statistics found at <http://golutes.com/sports/bsb/2013-14/files/>

teamcume.htm#TEAM.MLB

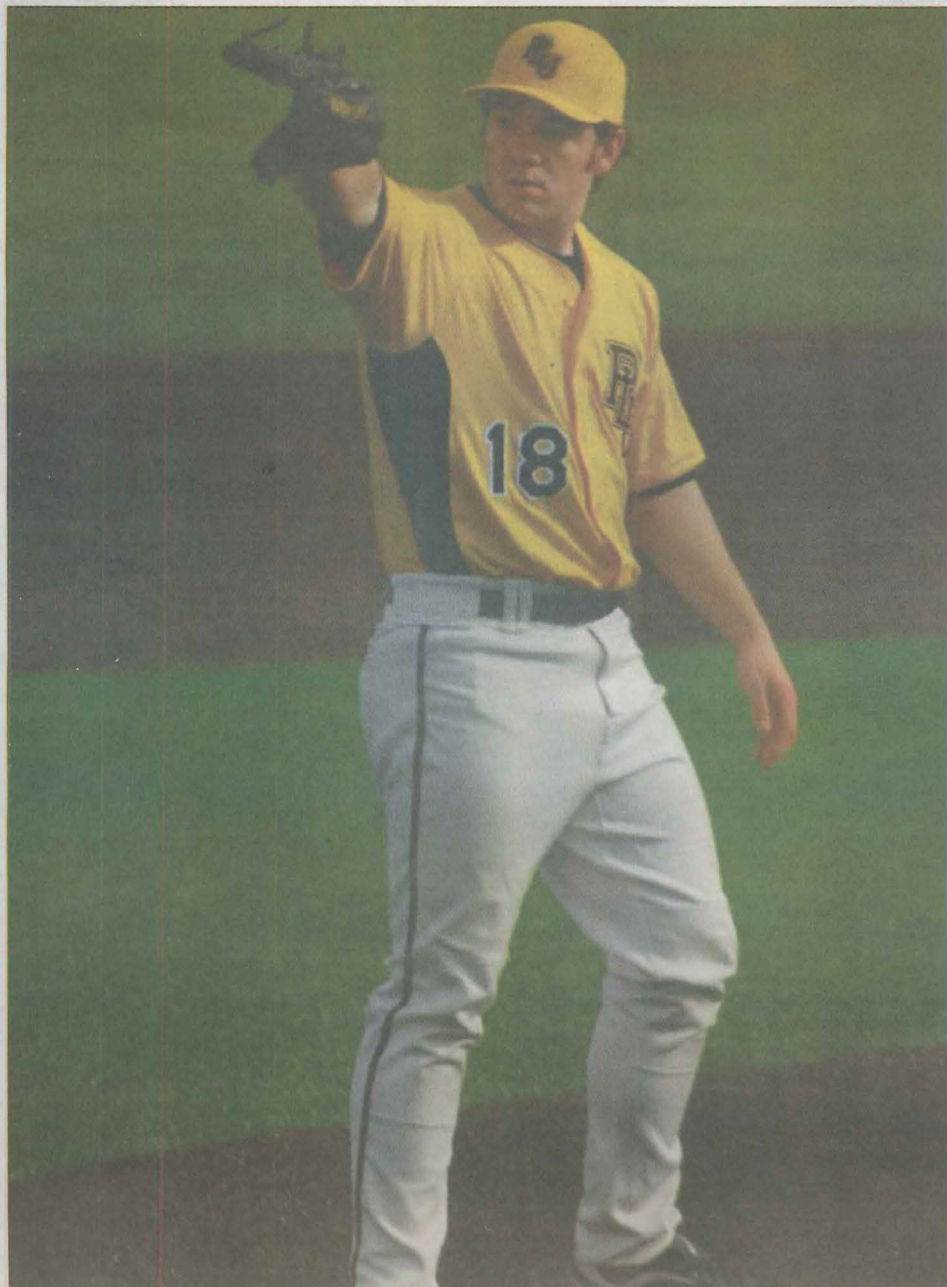


PHOTO BY JESSE MAJOR

Growing up in Buckley, Wash., junior Trevor Lubking played both golf and baseball in high school, but decided to stick to baseball when he entered college.

Sports year in review



PHOTO BY JESSE MAJOR

Sophomore Kyle Bennett (32) inflicts the pain as he records a sack against the University of Puget Sound's quarterback (16). Bennett tallied 2.5 sacks this past fall as the football team finished with an 8-2 record and advanced to the first round of the DIII playoffs, only to lose to Linfield 42-21.

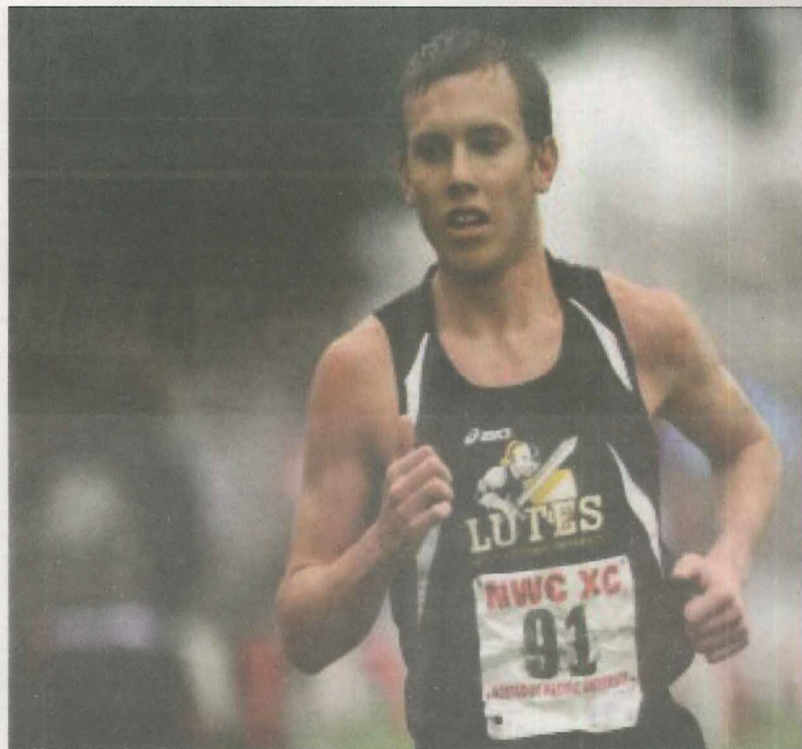


PHOTO BY JESSE MAJOR

Senior Alan DenAdel placed 30th at the NCAA Div. III West Regional Championships hosted by Pomona-Pitzer College.

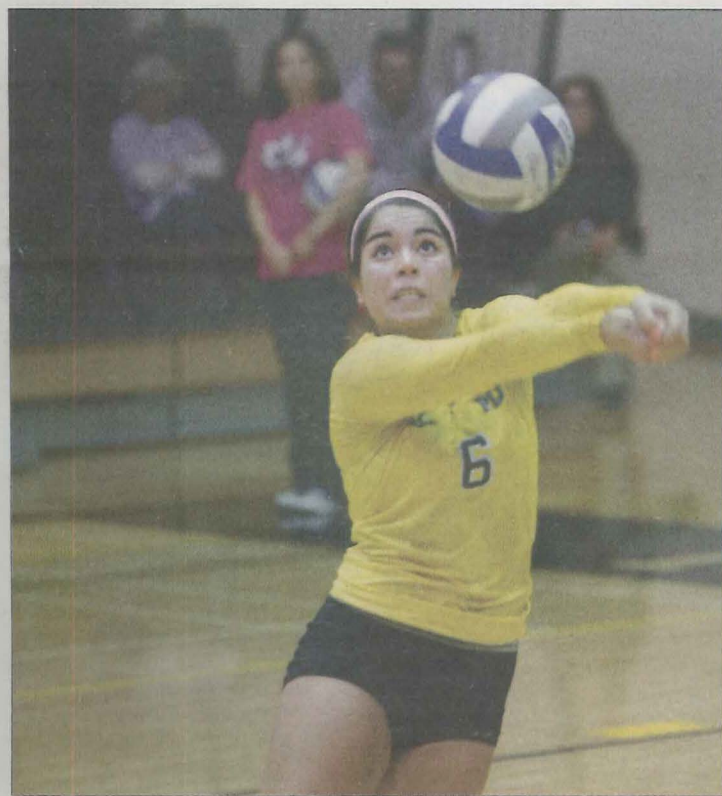


PHOTO BY JESSE MAJOR

Junior Amber Aguiar was the Lutes' primary defensive specialist this past fall. Recording 589 digs, Aguiar earned first-team All-Northwest Conference honors. Even though the PLU volleyball team finished 15-1 in conference play, it lost in the first round of the NCAA Division III Tournament.



PHOTO BY JESSE MAJOR

Senior Jeff Piaquadio attempts to pass the ball during a match against Whitworth. During the week of September 2-8, Piaquadio earned Northwest Conference Defensive Player of the Week honors for helping shut out Wisconsin Lutheran and Evergreen State.



PHOTO BY JESSE MAJOR

Sophomore Bryce Miller, a forward for the Lutes basketball team, puts up a shot against Denison University Nov. 30, 2013.

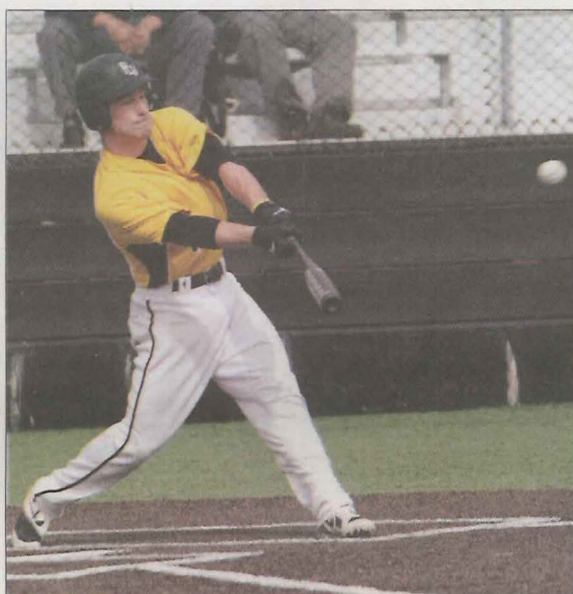


PHOTO BY JESSE MAJOR

First-year Ben Welch blasts a double in a home game this past season. The Lutes baseball team will be playing in the Regional Tournament May 14-19.



PHOTO BY JESSE MAJOR

Sophomore Samantha Lund returns a forehand shot. Lund compiled a 5-12 singles record over the course of this past season.