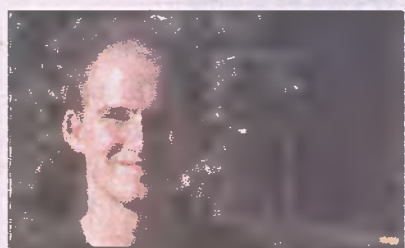


Philanthropy Day throws pies to educate students



By David Pferdemkamper
STAFF WRITER

If there's anything that says "philanthropy" better than a pie to the face, I haven't heard of it.

Welcome to Philanthropy Day, a new event that was held on March 16 which marked the point at which tuition and fees would "run out" without donations. Tuition and fees cover only 78 percent of Guilford's costs, and March 16 was 78 percent of the way through the academic year.

"It's a part of my duties to work with student fund raising, especially with the senior gift," said Assistant Director of Annual Giving Jill Hayes '09. "But we had been missing the educational component. By senior year it's too late to start thinking about how much donors help the school."

In order to help establish that educational component by reaching students earlier than senior year, Hayes started looking at how other colleges do "tuition runs out" days, and the idea of Philanthropy Day was conceived.

Philanthropy Day included a wide range of events to help educate students on how big a role philanthropy plays at Guilford. Numerous signs dotted the campus, sharing various facts such as, "Archdale Hall is the College's first LEED certified building. An anonymous gift partially funded the \$800,000 renovation project," and "Thanks to outside support, approximately 92% of Guilford students receive financial aid. Thank a donor today!"

Other engaging activities included a table where community members could write thank you letters to donors, group bike rides to highlight the senior gift of bikes for the campus bike shop, music by the Holly Creek Girls, and a special

reception focused on staff and faculty appreciation.

However, the most popular event would have to be the opportunity to pie staff and faculty members in return for a \$5 donation. I myself had the pleasure of nailing Assistant Director of Student Leadership and Engagement Steve Moran in the face with a pan full of whipped cream.

While some of the events might seem irrelevant to the idea of philanthropy, or unnecessary for communicating a serious message, Philanthropy Day succeeded in engaging the community in a way that was simultaneously both fun and meaningful. As a fundraiser, the event raised about \$2,000, according to Hayes.

Important information about how Guilford relies on and uses philanthropy was the highlighted point of the day, with even the fun events including a reminder about how philanthropy affects Guilford. Moreover, the events got people involved, which is always

something we need more of.

Beyond getting people involved, Philanthropy Day also educated students, and made them more aware of what it takes to run this school every year.

"Donors impact nearly every aspect of Guilford," Hayes said. "I hope this got people thinking about all that, because Guilford itself is here because people donate to help the college run day-in and day-out. We should feel more connected to donors."

After taking part in the first ever Philanthropy Day at Guilford College, I can say that I feel more connected to donors. I also feel more connected to the community and the college itself.

Educating people about something they might not necessarily be aware of is always a good thing. Finding a way to engage them and want to learn is better. That is what Philanthropy Day did.

iPad or iFad?



By Laura Devinsky
STAFF WRITER

You want an iPad 2 when you already own a smartphone and iPod touch? That's stupid. It has identical capabilities to your smartphone and your iPod touch; however, it doesn't fit in your pocket.

The iPad 2 came out on March 11 and chaos at Apple stores ensued. People waited in lines for hours just to get their snazzy new iGadget starting at \$499. And if you want the biggest and baddest iPad, well, that's \$829 out of your wallet.

You are spending more money on a slight upgrade rather than waiting for the next version to come out, which will most likely be in a year or so.

People want the newest, the best, and the most up-to-date gadget they can get. It's all about the "cool" factor.

Back when our parents were young, many could not even dream of owning something that was \$500 — let alone something as small as a laptop.

The first thing my mother bought that was \$500? "A car," she said. And she didn't use a computer until she was at work in 1990.

"Unless, of course, you are talking about mag card machines which were electric typewriters with cards that you made changes on — that was in 1978," she said.

But my mother was not like today's college students — standing in line for the best tech gadget for hours just to sell their spot, which according to the Wall Street Journal, is what Amanda Foote, a college student in New York City, did. Foote decided to not even bother actually buying an iPad 2, but she still wanted to be first in line in order to sell her spot. And for the lack of sleep and weather she went through, she was paid \$900 by AskLocal application developer Hazem Sayed.

The iPad 2 is just another way for Apple to make money. It's almost like they took an iPod and iPhone and morphed them into the iPad. They all have Wi-Fi capability and 3G. You can also listen to music and take pictures on all of them.

Imagine yourself sitting at a desk with your iPad, iPod, and smartphone. Your iPad is open to Facebook, while your iPod is plugged in updating your music collection and in the meantime you are Tweeting from your smartphone. In reality, you could have one device, and be on Facebook, Twitter, and updating your music collection all at the same time, and have it fit in your pocket.

Why have an iPad?

While it has also been shown to be useful for editing pictures, videos, and documents, your keyboard and mouse are going to be on the screen

itself. To change that you will need to invest another \$69 for a wireless keyboard. And if you want to stand up your iPad without it falling over, add another \$29 to your bill.

Since 2002, when the first generation of iPods came out, a new, improved iPod was released on an almost yearly basis. There have been six generations of the iPod nano and classic iPod, and four generations of the iPod shuffle, and iPhone.

Technology is forever moving forward. And although you could upgrade each time a new version comes out, it's probably best to wait one in between each generation as you will save money and have a greater change in technology compared to your old gadget.

So you decide: is it worth spending \$499 - \$927 (including accessories) on a piece of technology that will soon be updated? Or will you wait for a newer, faster, and probably smaller one to figure out?



BURSTING THE BUBBLE

Buy local: Farmers' market

The biggest difference between expensive cuisine and average food is fresh, high-quality ingredients.

One of the best places in Greensboro for fresh fruits, vegetables, dairy, home-baked products, all kinds of meat, and arts and crafts is the 135-year-old Greensboro Farmers' Curb Market, located on Yanceyville Street.

The Farmers' Curb Market is open year round on Saturday from 6 a.m. to noon, and on Wednesdays from 7 a.m. to 1 p.m. May through December.

A good portion of the fruits and vegetables at the average grocery store come from industrial farming, and even if these massive farms are "certified organic," that does not mean the final product can be as good as a smaller scale farmer who is able to focus on producing quality.

Even adding a farm fresh tomato slice to a simple sandwich opens a world of flavor. And it is cheaper than going to a deli.

Currently the building the market is housed in is owned and operated by the Greensboro Parks and Recreation Department, from whom the farmers rent out stalls to sell their wares.

The Greensboro Parks and Recreation Department decided to find an outside group to manage the market due to concerns that some vendors were not actually selling local produce. A new management team would ensure greater oversight, according to an article in the News & Record.

Three proposals for a for-profit model were heard, but a non-profit plan came away as the favorite. The contract winner will begin managing the Curb Market on July 1.

Of course, being involved with the government, there is bureaucracy to overcome and arguments to be had over money. The non-profit, Friends of the Greensboro Farmers' Curb Market, raised \$3,300, through fund-raising breakfasts and other donations, to improve the Curb market, but the Greensboro Parks and Recreation Department has asked that the funds be returned to the city.

If the funds are returned, the money will be earmarked for the Curb Market. The FGFCM believe the money will not be properly reserved for market use because the money will go into the Parks Department's general fund. The disagreement could go to court.

Maybe going ahead as a non-profit is the first step towards becoming a co-op where customers pay for the privilege to shop there or work there occasionally to ensure they eat the freshest and tastiest food. If the market becomes a non-profit, then the farmers will earn more money, and the farms will have the capital to grow more great produce. Ultimately, a community and farmer-run market would keep prices low without sacrificing quality.

It is good to get one more step closer to the farmer for quality. The farmer is going to ensure that whatever grown is the best it can be if it means more money in their pocket.

Farming is incredibly difficult. It takes constant vigilance to produce a bountiful harvest. So over the years, farmers have moved further behind the scenes as everyone shops at chain stores.

With all the competition from giant industrial farms, small-scale farmers need all the financial support they can find. A farmers' market should not have middlemen and hangers-on. Meeting the person face-to-face who grew that particular blueberry is a unique experience that leads to confidence in what you are eating.

Sometimes the farm has to be far away because many of the best fruits require a specific climate. But if the foodstuff can be bought locally, why not buy that? Quality food is easily pushed aside in the fast-paced, Internet-driven time we find ourselves.

Since the Farmers' Curb Market is only open once or twice a week, there are plenty of friendly regulars to meet, and all kinds of delicious food to enjoy, including everything from homemade New Orleans delicacies to Moroccan cuisine.

Even if you cannot prepare much food in your dorm room, the Farmers' Curb Market is still a fun, different environment to spend a Saturday morning, eat lunch, or stock up on some hand fruit.



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