

Pair launches site on college life

BY KIRSTEN VALLE
STAFF WRITER

Andrew Clark still sounded sleepy at noon. "I'm recovering from last night," he said, laughing.

Clark was out until early morning at the clubs of South Padre Island, Texas, but he's not your typical college spring-breaker.

Two years out of college, Clark is vice president of marketing and sales for <http://ULife.com>, a Web site designed for college students nationwide and launched Jan. 21.

His "Spring Break" is actually part of a yearlong Winnebago tour of U.S. colleges, during which he and Barrett Masso, ULife's chief executive, are working to get the word out about the Web site.

"The site is a place where people can excel academically and socially," Clark said. "We want it to be like what would happen if AOL and MTV had a baby."

ULife offers a variety of services,

including textbook trading and a dating network. The site also is tailored to fit the needs of students at different schools, a concept that has been evolving since ULife's launch.

Clark is interested to see which services will be most popular among students. He predicted that the textbook-trading section will see heavy traffic when school resumes in the fall.

Masso came up with the idea for ULife two years ago, while he was a freshman at Arizona State University. He brainstormed for a year about the logistics of such a comprehensive Web site, one that Clark hopes might become the largest online college community.

Masso then worked for several months to find investors. "This was harder than I imagined," he said. "It's not easy to find people to give a 20-year-old time and money."

The resources came from private investors, family members and

friends, who contributed funds and connections to cheap resources. These resources, which included assistance with the Web site's construction, proved important.

"We don't write any code," Clark said. "We tell (the programmers) what we want, and that's what we get."

Clark met Masso through a friend last year. After graduating from Indiana University, Clark was beginning a career in sales.

"I knew after talking to (Clark) that he was a very good salesman," said Masso, who looked to Clark initially for feedback and later for a partnership. "After two or three months of talking, I asked him if he wanted to join me, and he said he was interested."

Since then, the Web site has become a colorful center of online activity. "The site is fun and functional," said Rebecca Colgate of Vaward Communications, a Boston advertising agency promoting ULife. "I like the travel site myself."

Clark said ULife is improving constantly. In the near future, it will include additions such as personal Web sites for members, he said.

"As creative and smart as college students are, there are no limits to what can be posted," Clark said. "We want artists and rock 'n' roll."

Right now the focus is on pro-

motion. As the site is perfected in the coming months, students might see low-budget commercials advertising ULife on MTV, Masso said.

And the Winnebago tour, which has taken the duo across the western United States, will continue with visits next fall to schools including UNC and promotion of the site at concerts and other events.

"It's a great way to get out there and promote," Clark said. "We want to hit the major schools and show them we like to have fun and that we're college kids, just like them."

Life on the road has been anything but relaxing, especially for Masso, who decided to take a year off from college to launch ULife.

"The hardest thing was definitely to balance my time," he said. "I tried to work on (ULife) while I was in college for a semester, and I made passing grades but was working on the project during class and not really learning anything."

Masso plans to return to Arizona State after the site garners more publicity. Until then, he and Clark plan to concentrate on the most important element: feedback.

"We're really just ears open right now," Masso said. "Talk to me. That's what I want."

Contact the Feature Editor at features@unc.edu.

Town Council debates future of parking lots

BY ASHLEY DUNCAN
STAFF WRITER

The Chapel Hill Town Council heard from residents Monday who voiced concerns over the development of two parking lots that could change the dynamic of downtown. The public forum was in response to a market analysis study on the development of Parking Lots 2 and 5, conducted by Economics Research Associates.

Lot 2 is located on the corner of East Rosemary Street and Columbia Street. It has 105 spaces. Lot 5 has 170 spaces and is bounded on the south by West Franklin Street, on the west by Church Street and on the north by West Rosemary Street.

Citizens expressed interest and concern in the potential uses the lots might provide.

Robert Koontz from the Chapel Hill Transportation Board argued for transit options and pedestrian concerns. He raised the idea of creating a downtown transportation transfer center.

He emphasized that it could be a place for people to go when it was raining or snowing, to use the bathroom or get something to eat. "A downtown transfer center would keep riders downtown," he said.

Andrew Ross of the Chapel Hill Public Arts Commission suggested using the space for art exhibits and performances. "Make Chapel Hill a destination for the arts," he said. "It will bring people downtown,

not just give them another option while they are there."

But Jan Sassman, from the University United Methodist Church, said he feared the development of these lots would cause a loss of available parking spots. He stressed that downtown churches need parking for activities, and he believed that the market analysis study was ignoring the religious community.

"Churches in downtown Chapel Hill are a vibrant part of the community," he said. "We provide diversity beyond pizzas, T-shirts and movies."

Vivian Olkin, owner of The Inside Scoop, said adequate downtown parking is important, but cautioned council members to weigh their choices carefully.

"A parking structure doesn't need to be as ugly as some of our existing parking structures," she said.

Last October, the council hired Stainback Public/Private Real Estate LLC to evaluate the potential demand for developing commercial, residential, arts and entertainment space in Parking Lots 2 and 5.

Stainback hired the project out to ERA, which determined that "functional, efficient and convenient parking solutions are critical to support increased development."

Contact the City Editor at citydesk@unc.edu.

Thursday, March 25, 8pm

Solemn Evensong for the Feast of the Annunciation

Magnificat, BWV 243
Johann Sebastian Bach

Soloists: Molly Quinn, soprano
Roberta Van Ness, soprano
Linda Everhart, alto
Craig Everhart, tenor
Ron Wood, tenor
Gerald Whittington, bass

The Senior Choir of
the Chapel of the Cross, and Orchestra
Wylie S. Quinn, Organist-Choirmaster

The Chapel of the Cross
304 East Franklin Street, Chapel Hill
(Adjacent to the Morehead Planetarium)

THE BIG DANCE

What: Semi-formal
Where: George Watts Hill Alumni Center
When: Thursday, March 25
9 p.m. - midnight
Cost: \$10 per ticket
Maximum of two tickets per
GAA student member

Dress is semi-formal.
Hors d'oeuvres and beverages will be provided, with music by a local DJ.

Admission
Student Members may buy tickets for themselves and one guest. First 50 guests to arrive will receive a special gift.
Buy tickets online at alumni.unc.edu or in the Pit on March 23-25. Tickets are limited and will be sold first come, first serve.

Sponsored by the GAA Student Membership Advisory Board
GENERAL ALUMNI ASSOCIATION

THIS JUST IN!

All New for Spring:
fantastic tops, sportswear,
shorts, capris & dresses.

Famous labels,
fabulous prices.

LOOK OUT
A DIFFERENT KIND OF OUTLET

83 S. Elliott Road @ Franklin Street • Chapel Hill (next to Whole Foods)
919.933.3003 • Mon-Sat 9am-7pm • Sun 12 noon-6pm • www.lookoutcasuals.com



HONG KONG BUFFET 501

LUNCH

Monday to Friday 11 am - 4:30 pm
Saturday & Sunday 11 am - 4 pm

Adult	\$5.49
Children (ages 6-9)	\$3.25
Children (ages 3-5)	\$2.00

DINNER

Monday to Friday 4:30 pm - 10 pm
Saturday & Sunday 4 pm - 10 pm

With Crabs		Without Crabs	
Adult	\$11.99	Adult	\$7.99
Children (ages 6-9)	\$6.99	Children (ages 6-9)	\$4.55
Children (ages 3-5)	\$3.99	Children (ages 3-5)	\$3.00

ALL DAY BUFFET

1. Seafood Bar
2. Italian Food Bar
3. American Food Bar
4. Chinese Food Bar
5. Garden Salad Bar
6. Seasonal Fruit Bar
7. Dessert Bar
8. Ice Cream Bar
9. Sushi Included!

Carry out by the pound.
Seniors get 10% discount (60+ years old).

Tel: 919.918-2068 • Fax: 919.918.3978

1742 North Fordham Blvd. • Chapel Hill, NC 27514

