



SHANNA ARNEY - STAFF PHOTOGRAPHER
Lia Mandelbaum holds Niko and Leo, while her roommate, Emily Thewlis, hugs Samba, the pets who help ensure these girls are never bored.

Pet of the Week: It's more fun with the whole family

By Meredith Wagner-Hoehn
STAFF WRITER

Niko, Leo and Samba contribute stability, comfort, fur and mischief to Lia Mandelbaum's family.

"Animals are so sensitive to now," said Mandelbaum, psychology student. "I feel like when I see my cat, it grounds me, it helps me live in the moment. It's soothing, and it helps you think more clearly."

Leo and Niko, the two cats, have an interesting relationship wherein Niko acts as Leo's mother, according to Mandelbaum. She nurses him daily, to the point where she develops dreadlocks.

The cats act aloof around Samba, the dog, according to Mandelbaum. Ultimately, they love him too.

"Cats can be a little snobby," Mandelbaum said. "When Samba's up in their faces, saying 'Love me, love me, love me,' it's like he's being too easy."

Samba adores the cats, according to Mandelbaum.

"When we first got him, he would whimper every time he was around the cats because he has this fascination with them," Mandelbaum said. "The two cats would be on the floor eating their dinner and he would just put his face on his paws and study them."

Despite all their cute qualities, these tykes know how to cause trouble, according to Mandelbaum.

If Samba does not get food when he's hungry, whether it's meal time or not, he will eat the cats' food, according to Mandelbaum.

Also, the day Samba joined the family, he broke all the windows in the house.

Mandelbaum and her roommate were at the vet's office when they received a call from the police station. Samba had broken out of the house and was in police custody.

The roommates believe the cats won't cause that sort of trouble, according to Mandelbaum.

"My dad always said, as far as

when you're cats run away, 'Don't worry, because they know where their bread is buttered,'" Mandelbaum said.

They certainly cause other types of trouble, according to Mandelbaum, who is allowed to bring her cat in to the office. One day, Niko knocked over a lamp and the whole building lost its lighting.

"We had to spend almost 20 minutes in the dark, with people running around with flashlights," Mandelbaum said.

Every animal possesses unique characteristics and personalities, according to Debra Morrow, an employee at Pet Luv in the Asheville Mall.

Samba carries anxiety issues because his previous owners passed him from home to home, according to Mandelbaum.

"When he was left alone, he would yelp and bark," Mandelbaum said. "He would just freak out."

"Every individual animal serves a specific purpose for their owner," Morrow said. "Some people like them for protection, some people like them for companionship. If they only have one chow, they'll get another and then he's like a big brother to him."

Before adding a pet to their family, people need to think of their personal situations, according to Morrow.

Sometimes people and animals just connect instantly, according to Mandelbaum.

"Niko jumped up on me and it was like a soul connection," Mandelbaum said. "I thought, 'Ok, I'm not going to be leaving without this cat attached to my shirt.'"

Although Niko, Leo and Samba remain free of neutering and spaying, Mandelbaum doesn't worry about a potential litter.

"If I got kittens, I would make sure I gave one to all of my friends; I would make sure they had great homes," Mandelbaum said. "If you can push someone to get a cat who wouldn't normally do something like that, it's worth it. It's like spreading the cat wealth."

New look defines university

By Daniel Hartis
STAFF WRITER

Two UNC Asheville publications recently received awards due in part to their exhibition of the university's new look, according to Scot Schaeffer, director of admissions and financial aid.

"We've really been working on coming up with a good look, a good design and something that resonates with people that gives us a brand identity," Schaeffer said. "So that when someone picks up the materials, they are like, 'That's UNC Asheville.'"

Schaeffer worked with UNC Asheville's Office of Publications to produce last year's "road" piece, a mini calendar given to prospective students at high schools and college fairs.

The calendar won the Improvement of Design Award from the Council for Advancement and Support of Education. Many design cues for UNC Asheville's new look, such as earth tones and diverse campus photographs, fill the calendar's pages.

One such cue uses UNC Asheville instead of UNCA, Schaeffer said.

"When you're here, you don't think of it - it's UNCA," he said. "We try not to use UNCA, we use UNC Asheville. Asheville is the thing that stands out. And Asheville is nationally known as a place to come visit."

To encourage visits from potential students, the university's publications contain photographs of downtown Asheville and the surrounding mountains.

"We have the best of both worlds," Schaeffer said. "That's part of the identity of the institution, our location."

The phrase 'The Art of Learning' encapsulates this identity and adorns most of the publications, according to Schaeffer.

"It's establishing an identity for us," he said. "The art of learning, these publications, this look, this style."

This is why last year's viewbook encourages prospective students to become a 21st century Leonardo da Vinci, according to Schaeffer.

"It's a subtle thing," he said, referring to the cover of the viewbook. "The art of learning, and then what's up in the corner? The Mona Lisa. It definitely depicts where we are and tells what it's like to be a UNC Asheville student."

Almost all UNC Asheville

publications feature the new look, including the viewbook, postcards, a poster and a Flash site to which CASE granted the Special Merit Award.

"We adopted a new look last year," said Bill Massey, vice chancellor of alumni and development. "All of our publications utilize certain images, certain typefaces, certain colors and a commitment to photographs that demonstrate the diversity on campus."

The university e-mailed the site to 4,900 UNC Asheville alumni requesting donations.

"This is the first year we did the Flash site," Massey said. "We did not have high expectations for it as far as driving donor traffic. It was more important to us that graduates of the university found watching the Flash enjoyable, and that they actually turned that enjoyment into an online gift to the University."

In the submission of the Flash site to CASE, Ashlea Allen, director of the Office of University Publications, wrote that the site provoked many comments from its recipients.

"Development staff has reported numerous positive responses from the alumni who received the e-mail solicitation," Allen said.

Showcasing this new look in the future will ensure more success, according to Massey.

"There's no doubt about it," he said. "The visual impact and the consistency of a graphic identity is going to have an increased impact."

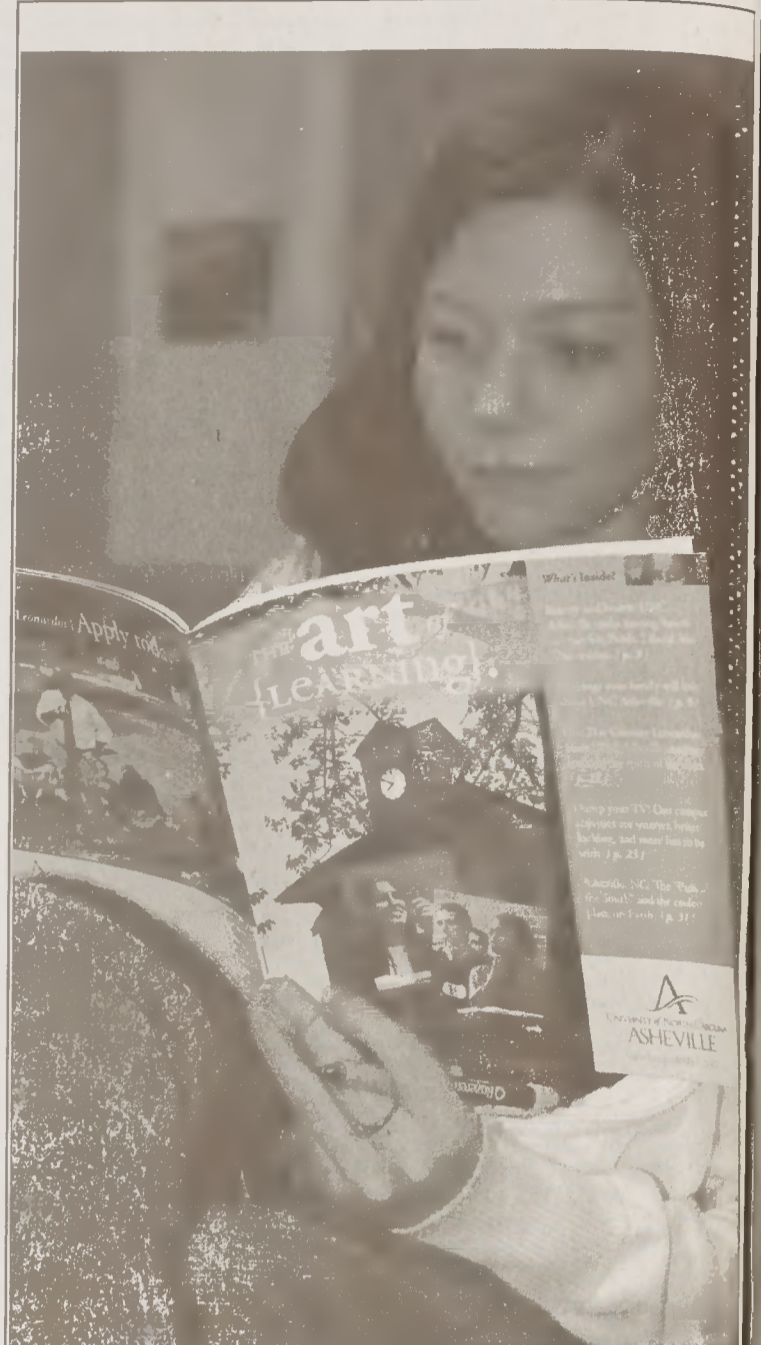
In addition to raising money for the university, the Flash site also distinguishes UNC Asheville through statements and photographs and instills a sense of pride in the university's alumni, according to the submission.

"It's communicating the diversity of our campus, as well as the sense of place of our campus," Massey said. "It is evoking, hopefully, memories of very successful and enjoyable experi-

Our location is part of the identity of our institution.

SCOT SCHAEFFER

director of admissions and financial aid



MEGAN WILDMAN - STAFF PHOTOGRAPHER
Susie Collins, prospective UNC Asheville student, studies the 2006 viewbook which prominently features new design cues on its cover.

ences as students on our campus, and it's suggesting that the future of the university will depend on those who have most directly benefited from the university."

In the submission for the calendar, Allen noted UNC Asheville's 27 percent increase in applications last year.

"Admissions staff believes the new publications have been a crucial part of their success in attracting and gaining attention from prospective students," she reported. "The calendars, they tell us, are highly coveted by prospective students."

The calendar won because it was unique as well as functional, according to Schaeffer.

"It's not common," he said. "It serves a practical purpose. High

schools kids will put posters on the wall. People use calendars. Our goal was to always be functional so our name was always in front of people."

Getting the university's name in front of people was just part of marketing the new look, Schaeffer said.

"As much as people don't like it, we're marketing an educational institution," he said. "And there's competition for that."

It is a competition UNC Asheville's Office of Publications won last year.

"It's a real credit to the staff of the publications office," said Massey. "They have refined and enhanced the image of the university, the graphic image of the university, to the point that it is getting considerable attention."

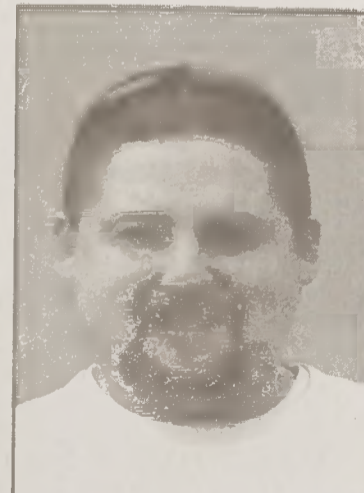
What would your heart say?



Kyndra Sylvester
Junior
psychology student



Joanna Boone
Sophomore
psychology student



Thomas Hicks
Senior
literature student



Christy Clevenger
Junior
environmental student

ALL PHOTOS TAKEN BY PENNIE LEAS - PHOTOGRAPHY EDITOR

Ameleo Manuel.
you are the
poopiest of
poopyheads.
Happy
Valentine's
Day!

Martine.
Pelican Dearest.
I love you
more
each
day!

Heather.
Thanks for
the chicken
wing!

Happy Valentine's
Day to our BF.
Ann. We love
you!
Christy
&
Bailey

Rocky's Convenience Store Valentine Sale!

All Candy Store
Brand Items 20% Off

Featuring New
Conversation Hearts
Cinnamon Hearts