



Freshmen Yasmine Arrington (left) and Tino Monroe organized a profit share at Local Yogurt to raise money for ScholarCHIPS, a program that raises tuition for high school graduates whose parents are incarcerated. More than 100 people came to Local Yogurt March 7 in support of the organization.

CLAIRE ESPARROS | Photo Editor

The future is sweet: Yogurt profit share chips in for college tuition

Zachary Horner
Sports Editor

For freshman Yasmine Arrington, chocolate chips and scholarships have something in common.

That's why she chose to host a profit share at Local Yogurt to raise money for ScholarCHIPS, an organization she founded two years ago.

"ScholarCHIPS is a non-profit organization that raises college dollars for high school graduates who have incarcerated parents, who would like to continue their education (and) go to college," she said.

Arrington said holding the profit share at Local Yogurt was an obvious choice.

"People love yogurt," she said. "It's really accessible. (Local Yogurt) is the first place I thought of."

Arrington sat in Local Yogurt from 11 a.m. to 10 p.m. March 7, wearing a black and green ScholarCHIPS T-shirt and made herself available to answer any questions anyone had about the organization.

The "CHIPS" part of the name stands for "Children with Incarcerated Parents." Arrington said the project is particularly personal to

her because she has been without her incarcerated birth father for most of her life.

"I didn't have him in the household, especially coming to college," she said. "So this is very near and dear to my heart."

Arrington said more than 100 people came to the profit share in support of the organization. Senior Elliott Richardson, a friend of Arrington's, sat at a table with her for more than an hour.

"The experience was really eye-opening and exemplifies the support that the Elon community shows among each other," Richardson said. "A lot of faculty, staff and students stopped by LoYo to support ScholarCHIPS. I was just glad to be a part of it all."

Freshman Tino Monroe, Arrington's boyfriend and marketing representative for ScholarCHIPS, also came out to support the cause.

"I'm here at the profit share because I fully support Yasmine in her pursuit to provide a goal for the students," he said. "And that is the ScholarCHIPS organization providing scholarships for individuals, and the profit share is a way to get towards that goal."

Arrington said she had a limited

time to plan for the event. After seeking approval a few weeks ago, she found out she had the go-ahead six days before the event, which meant she had to rush to advertise.

"I sent an email to some folks, I sent texts to a couple people and then they told their fraternities and their sororities and they told the athletes," she said.

Richardson got involved with ScholarCHIPS when Arrington approached him about advertising to get the word out about the organization's events. He said Arrington's motivation and drive draws people to her.

"I believe Yasmine will be very successful in whatever she wants to do in life," he said. "Her authenticity and true passion for helping others is the main reason that I wanted to contribute to ScholarCHIPS in any way that I could."

The success Arrington found with the fundraiser led her to the conclusion that a profit share is a great promotion tactic.

"It's easy and it's fast," she said. "It's one of the many avenues to raise funds and to get people to know about it, because now people are going to recognize the green when they see it."

Rain, rain don't go away — we'll save you for another day

Conference communicates efforts toward water conservation

Brittany Lloyd-Jones
Reporter

Although the human population reproduces, water supply does not, making some students feel it is necessary to turn their attention to water conservation.

Elon's efforts in water conservation were discussed at a national conference, held by The American Waterworks Association and the Elon University Center for Environmental Studies, which investigated innovative water reuse programs.

"It's important for Elon students to care and know about this because it's our generation that's going to have to deal with it," said sophomore Pat Howell, who attended the conference with his Humans and Nature class. "I just think, like the conference has said all morning, we still have the same amount of water we've had the last millions of years, but with an increasing population. We're not creating water. We're just going to have to find different ways to clean that water and reuse it."

Twelve water resource experts from Elon and around the country spoke about various drivers and impediments for water reuse.

Topics discussed included drought protection, energy saving, the public perspective, sustainability for future demand and water as a resource and

not a waste product. Most attendees were members of the Elon community, but some university classes were also present for parts of the conference.

"I'm not an expert when it comes to sustainability, but the presenters all did a really good job of providing visual examples to show what they were doing with these new systems," Howell said.

"Our class has been investigating alternative living situations as far as infrastructure, transportation, housing, and, as the conference has shown, water use," she said.

The Humans and Nature class is exploring options to develop a sustainable village at Elon based off projects others are doing around the country, which is why the students said they believed the conference provided good insight.

Ken Vogt from Cape Fear Public Utilities spoke about factors encouraging and discouraging public utility involvement in reuse. Alan Rimer, another specialist, spoke about micro constituents in relation to reuse in Toronto. Tom Flood, Elon director of landscape and grounds, promoted Elon's storm water irrigation system.

Flood informed the attendees that 72 of the university's acres, 12 percent of on Elon's campus, are irrigated. Some newer areas of campus used to be parking lots, power plants, neighborhoods or streets, and are

difficult to irrigate because of clay subsoils. But the historic parts of campus have rich topsoil, according to Flood.

"You don't need irrigation when you have soil," Flood said. "If you want to do anything to improve or reduce the amount of irrigation you use, put some decent soil down and prepare the soil properly."

Lake Mary Nell also functions to recycle water. Elon's water supply mainly filters out of the lake. Systems pump 400 gallons per minute out of the lake.

"When I get student calls saying they want to put rain barrels outside of the library and residence halls, I say I have one big rain barrel," Flood said. "It's Lake Mary Nell."

Elon also has a weather station that senses rain.

When it rains in the middle of the night when irrigation was previously scheduled, the system will automatically shut off.

Elon also uses wireless field controllers that are based at the center of campus. This addition allows Flood and other irrigation technicians the ability to control irrigation wherever and whenever.

Many of the aspects of the conference sparked Howell's interest, and he said he thinks it's crucial that people take the time to learn about water conservation.

Case competition marries business experience, ethics

Katherine Blunt
Senior Reporter

Ethical business dilemmas are rarely resolved from textbook solutions.

Two groups of Elon business students returned this month from Washington, D.C. and Montreal after challenging themselves to solve real-world business ethics cases at two international competitions. Held at Georgetown and Concordia Universities, the competition required teams of students to integrate their knowledge of business law, strategy, marketing and entrepreneurship into a single, cohesive solution to an ethical problem.

Over the past three years, the Elon University School of Business has expanded its presence at international case competitions. The school participated in one ethics and strategy case in 2010, two in 2011 and four in 2012.

"The Love School of Business is dramatically trying to find new opportunities for Elon students to go out and represent the school in these kind of programs," said Christy Benson, business law professor at Elon.

The most recent competitions in Washington, D.C. and Canada brought in a selective list of nationally and internationally ranked business schools. Although the Elon teams did not advance to the finals at either competition, they received good marks from judges.

At Georgetown, Elon students received praise for the quality of their presentation, but they did not "humanize" the issues, Benson said.

"The winning teams tended to give the issues a face and use an archetypal person to represent their recommendations," Benson said. "The competition was really fierce, especially for a school like us that was unfamiliar with the format."

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You have to be able to turn a problem into a solution.

—Scott Bishopric
CASE COMPETITION PARTICIPANT

The competition in Canada was similarly challenging. Teams were assigned another team to compete against, and winners advanced to the next round. The Elon team came within just a few points of entering the finals.

"This was every (team member's) first case competition," said sophomore Scott Bishopric, who competed in Canada this month. "I'm really impressed with the team and I'm very proud of our performance."

The competitions varied in format and scope. The case competition at Georgetown required teams to solve just one ethics case, while the competition at Concordia presented teams with multiple cases that differed in depth and focus.

The multi-case structure benefited students' overall performance, Benson said.

"Students were able to use what they learned in the first round to improve and give an even more insightful presentation in the next round," Benson said. "Students started analyzing issues in more depth and choosing the frameworks and theoretical ideas that were best suited for a particular case."

Benson said Elon will continue to expand its presence in national and international case competitions. Tryouts will be held next September, and will probably involve a short presentation to faculty members and students in the business program.

"(Case competitions) are the most valuable learning experiences," Bishopric said. "Not only do you get experience presenting, but you learn problem-solving and how to sculpt your ideas into a manageable, implementable product. You have to be able to turn a problem into a solution."