About 300 college community members volunteered in the North Chicago Community for the Forester Day of Service.

During the Day of Service, volunteers were separated across five elementary schools: North Elementary, South Elementary, Neal Math and Science Academy, Forrestal Elementary and A.J. Katzenmaier Elementary. At the schools they were then separated into two groups. One group was assigned to put together a grocery store-like environment with food donated from various food distributors. This was put in place to allow community members, who have no grocery store available to them in all of North Chicago, the opportunity to receive nutritious food items at no cost to them.

The second group was assigned to facilitate various educational activities for children of the families who were coming to the grocery store. Elinor Chalmers ’17 believed the event helped her to better understand the importance of volunteering.

“I had no idea that something that seemed so common place to me, like a grocery store, wasn’t available [in North Chicago],” Chalmers said. “It was really cool being able to give them something that seemed so plentiful to me, like environment with food.”

Administrators also believe the event helped them understand the importance of volunteering.

“I had no idea that something that seemed so common place to me, like a grocery store, wasn’t available [in North Chicago],” Chalmers said. “It was really cool being able to give them something that seemed so plentiful to me, like environment with food.”

Regarding student engagement, the College believes that it needs many of its students to live on campus given that “this philosophy is common to small private liberal arts colleges.” In fact, Lake Forest College is the only school in the Associated Colleges of the Midwest that did not previously have a residency requirement.

College officials say they decided to implement this new policy for three main reasons: student engagement, student success, and financial reasons.

Record number of volunteers attend Forester Day of Service

Some commuter students question new residency requirements

Lake Forest College has implemented a new residency requirement affecting first, second and third year students beginning in the fall 2014 semester. The policy requires most students who live further than 30 miles away to live in campus housing, with a few exceptions: if you are older than 23, have dependent children, are married, an active member of the armed forces, or have completed 24 credits or more (excluding AP and IB credits).

This new requirement will affect about 20–25 students who are currently commuters, and some of them believe the policy is unfair.

College officials say they decided to implement this new policy for three main reasons: student engagement, student success, and financial reasons. Regarding student engagement, the College believes that it needs many of its students to live on campus given that “this philosophy is common to small private liberal arts colleges.” In fact, Lake Forest College is the only school in the Associated Colleges of the Midwest that did not previously have a residency requirement.

Administrators also believe that living on campus would make it easier for a student to have more time to participate in extracurricular activities.

Commuter Student Organization President Ryan Stivers ’14, however, is concerned about the possible financial effects that this policy could have on current commuter students.
Eukaryon the life science research journal, publishes tenth edition

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Eukaryon celebrated its 10th year with the release of their newest edition, which is also available online.

The undergraduate life science research journal’s tenth birthday party took place in the Calvin Durand Wood Lounge on Tuesday, March 4, which included a campus-wide reception. Life Sciences professor Dr. Anne E. Houde’s public lecture titled “Sex, Color and Mate Choice in Guppies,” and President Stephen Schutt’s official inauguration of the journal.

Eukaryon is a scientific term for a cell nucleus that is both very complex and organized, and bound by a membrane, characteristic of the cells found in humans and other higher organisms. Eukaryon is also quite complex and organized, the contents covering a range of written composition from news articles, to creative writing, to senior theses.

Staffing the editorial board, biology students serve as the peer reviewers, copyeditors, and publishers every year.

According to Editor-in-Chief Vicki Gerentes, ’14, the theme of the journal “On the Origin of Eukaryon” is “in reference to Darwin’s seminal work “On the Origin of Species.”

This is what inspired the cover artwork, titled “Deoxyribonucleic Arbor,” done by Kat Andrews ’16, on a white background that refreshingly stands out from those in the past.

Andrews sums up her concept: “The end result was a combination of DNA, the tree of life, and the circle of life. These three elements conveyed my interpretation of our theme.”

Find the online release of Eukaryon on the Department of Biology’s webpage to check out the micron-penned design and catch up on some scientific research.

“Residency requirements” continued from Page 1

One issue for Stivers, he said, is the fact that Student Government was not consulted on this issue even though the College’s mission statement affirms, “we enable students, faculty, trustees, and administrators to solve problems in a civil manner, collectively.”

The Commuter Student Organization executive board voiced their other concerns about this new policy during a College Life Committee meeting. They stated that “while in support of the residency requirement as a whole, it is unfair to force current students who signed up for the college unknowing of the residency requirement to be affected by it. Many students complete long-term financial planning and these 20-25 students should not be impacted.”

Stivers specifically emphasized that commuter students who will be affected by this policy “never expected to have to be forced to pay for [living on campus].”

The Stentor asked President Schutt if this concern was valid. He responded that “The only students who could be described this way would be students who move out living in a residence hall but hope to move off campus later because they believe they will save money. I believe few, if any, students actually fit this circumstance.”

The CSO executive board is also worried that this policy may impact independent students under the age of 22 who are not living with a parent or guardian and their decision to continue to go to Lake Forest College.

According to Stivers, the CSO board thinks that “this change will likely prevent students who are struggling to get by to continue to see Lake Forest College as a viable option.”

President Schutt is not concerned this new policy might make some current commuter students withdraw from the College due to financial reasons or impact future enrollment of would-be commuters, as he states that “the College does not expect genuinely commuting students to fall under this policy,” which comprise of the students who will be exempt from this policy.

If 20 of the impacted students live on campus next year, the College expects to gain about $185,000 from their residence hall room and meal plan charges. The additional financial resources would be put toward the College’s operating budget, President Schutt said.

“All of the tuition paid by all of our students covers less than two-thirds of the College’s operating costs. Every year at least $15 million has to come from other sources to pay for the rest of the College’s budget. The additional revenue the College receives from students living on campus will provide at least a measure of help, in this respect.”

As for the 100 empty beds, President Schutt explained that the percentage of students living on campus has fallen over the past years due to the fact that the College’s enrollment had outgrown the number of available rooms and beds on campus.

The College decided to build the new Moore Hall to accommodate more students to live on campus. This new residency requirement is one way in which the College hopes to regain its status as “a historically residential institution” that usually housed approximately 80 percent of the student body.

On an interesting note, the University of California at Irvine conducted a study on the impact of living on or off campus in the freshman year. Their ratio of residential to commuter students is similar to Lake Forest College’s: 75 percent residential students and 25 percent commuter students.

The study found that there is no direct impact on course grades. There was also no significant difference found in the amount of time residential or commuter students reported spending time in classes or studying. Both groups of residential and commuter students had similar college goals and similar post-graduate plans.

There were, however, significant differences found in residential students’ self-reported greater levels of satisfaction with the overall social experience and feeling as if they belonged to their college environment, as well as a higher self-reported percentage of residential students’ ability to tolerate and understand racial and ethnic diversity.

While the living situation of a student had no impact on the student’s overall GPA, there may be an indirect impact on persistence to the next year if the student lives on campus.
Lake County prepares for possible medicinal marijuana dispensaries

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Lake County is in the process of evaluating zoning regulations to determine where marijuana cultivation and distribution facilities for medical purposes can be located.

This planning stem from recent state legislation that allows a maximum of 60 dispensaries and 22 cultivation centers to be distributed across the state, according to the Chicago Tribune. Chicago was the first to propose rules to allow up to 13 dispensaries to open throughout the city for medical marijuana patients.

“Lake County, like the city of Lake Forest, is responding to the legislation by putting local regulations in place to direct how and where dispensaries and cultivation centers may be located,” Lake Forest Mayor Donald Schoenheider told the Stentor. “Establishing local regulations will assure that in the event the City of Lake Forest received a request to locate one of these facilities in the community...the local regulations will put various conditions and limitations on these facilities.”

State legislation also puts limits on the location of the facilities; for example, facilities cannot be located in residential zoning districts or near elementary or secondary schools, or dare care facilities. The law also states that signs must be posted to indicate a dispensary and/or cultivation center location, and banned are drive-through window service and cartoonish and animated images that can attract the youth.

At this point, it is too early to say if one will end up in Lake Forest, though Schoenheider thinks it’s unlikely.

“Given the predominance of residential zoning in the City of Lake Forest, it is unlikely that either a dispensary or cultivation center will locate in the community,” said Schoenheider about if students were at risk of being impacted by this new law.

These new laws giving better access to patients in medical need also come at a time when the country is moving toward the trend of decriminalizing possession of marijuana for recreational purposes. This is not the case for Illinois, where it still stands that drug possession of anything greater than 2.5 grams can end up with a fine of at least $1,500 and anywhere from 30 days to a year in jail.
Barbie: the swim suit edition

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For those of you who have yet to stand witness to the latest Sports Illustrated swimsuit issue, let me be your sacrilegious Moses. Allow me to guide you into the land of cleavage, butts, the occasional wholly exposed nipple… and plastic? No, not silicone implants, or restructured cartilage, but full body plastic. That’s right, the barbie is back. Barbara Millicent Roberts, better known as Barbie, has, “unapologetically” launched herself into the world of, well, borderline porn.

Barbie appeared on the cover of several promotional issues of the SI swimsuit issue, and is included in a four-page spread of every issue. The Sports Illustrated website also included a section on the legend, featuring a video of Barbie “directing” a photo shoot, and a video of her own shoot. Among the more unsettling aspects of the video is the photographer’s relentless praise of Barbie as the perfect model. She doesn’t blink. She doesn’t move. She takes direction—almost silently, and the photographer certainly didn’t need to accommodate any pesky personalities, or any personality at all. For its part in the fiasco, Mattel launched #unapologetic, a hashtag that exemplifies Barbie’s new attitude. As Barbie herself stated in her own op-ed, “‘models’, like the word ‘Barbie’, are often dismissed as pose-able playthings with nothing to say…Barbie dolls aren’t the problem. Models choosing to pose in a bikini aren’t the problem.” Let the haters hate?

Since Barbie’s debut in 1959, critics have argued that the doll promotes an unhealthy body image detrimental to the self-esteem of young girls. Sports Illustrated has received similar criticism. It’s therefore no surprise that there was some fallout after news of this unholy alliance came out. It’s also no surprise that this fallout was somewhat nuclear in nature. Many have argued that Barbie appearing in Sports Illustrated represents the culmination of a trend in our society towards the objectification of women and an unhealthy attachment to unrealistic representations of the female form. It is difficult to dispute these arguments. Can anyone pretend placing an object on the same plane as a breathing sentient being is not objectifying those beings? There is nothing fundamentally wrong with a swimsuit model being unapologetic about her figure, within the bounds of health, but Mattel’s aim is not to promote genuine body acceptance; rather, it appears to be a giant STFU to Barbie’s detractors.

Although a discussion of unhealthy body standards is of continued importance, I took issue with this partnership for an entirely different reason. Before lying down in the trenches of feminist and anti-feminist rhetoric, it’s important to acknowledge the most basic issue with this advertising campaign. This is a children’s toy being advertised in what is essentially an adult magazine. At what point did it become acceptable for sexy to become the quintessential feature of a child’s toy? Yes, Barbie has become a cultural icon, and a representation of Western beauty, but that doesn’t mean she isn’t still among the rank and file in the aisles of Toys R’Us. The swimsuit edition of Sports Illustrated is inarguably targeted towards adult males. So why in the world is a doll targeted towards 5-7 year olds — yes 5-7 year olds — being advertised between painted swimsuits and Kate Upton’s gravity defying boobs? Can it be doubted that this spread represents not only the epitome of the objectification of women, but the sexualization of children as well?

Barbie does not stand alone in sexualizing children’s toys. The majority of the teen dolls marketed today are depicted in increasingly and overtly sexual attire; attire that is an admittedly accurate representation of what teen girls are wearing. These dolls, among other media influences, surely influence what young girls will deem appropriate and inappropriate. Barbie’s appearance in Sports Illustrated isn’t the first time a child’s doll has been sexualized, and it’s certainly not Barbie’s first foray into her sexuality. However, for the first time, the appeal for sexuality is not being made to the little girl, or even her mom, but directly to an adult male audience. Blatantly appealing to an adult male audience in the hopes of selling a child’s toy is a dangerous idea.

Whether Mattel intended a last ditch effort to raise sales, a giant troll, or was genuinely misguided in believing that dolls should be sexy, its partnership with Sports Illustrated certainly achieved an enviable amount of publicity. Barbie’s debut as an SI model shouldn’t be met with any measure of shock or disbelief. Rather, it should be seen as a wake up call, the inevitable result of failure of Barbie’s first foray into her sexuality. However, for the first time, the appeal for sexuality is not being made to the little girl, or even her mom, but directly to an adult male audience. Blatantly appealing to an adult male audience in the hopes of selling a child’s toy is a dangerous idea.

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Talking back at an infamous moment in Oscar history involving a Lake Forest College alumnus

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2014 marks the 86th year of the Academy Awards. The motion picture industry’s most prestigious awards show was held in March this year instead of February to avoid competing with the televising of the Winter Olympic Games in Sochi, Russia. With an extra month of anticipation, many took the time to reflect on the stellar year in cinema 2013 provided.

However, some are also taking the time to look back at the 25th anniversary of the disaster at the 61st Academy Awards. The Oscars that year celebrated iconic films and performances. Jodie Foster picked up her first of two Best Actress Oscars for her performance as a rape victim in The Accused and Dustin Hoffman earned his second Best Actor Academy Award for Rain Man. Rain Man also went on to take Best Picture and tie Who Framed Roger Rabbit for most wins that night with four. Comedy legends Lucille Ball (in her last public appearance) and Bob Hope also made it into the telecast as presenters and received an on-air standing ovation. What exactly went wrong?

The catastrophe lie in the producing. In the last few Academy Awards leading up to the 61st, ratings had been high, but had been lackluster and dull in the production aspect. Allan Carr, a former Lake Forest College student, was called up to produce the telecast.

With successes in producing iconic films like Grease and garnering a Tony Award for Best Musical with the 1984 production of La Cage aux Folles, Carr seemed like the perfect choice to revitalize the Oscars. Confident with the ability to produce an entertaining and well-executed Academy Awards, Carr promised Hollywood and the world that his show would be the “antithesis of tacky.”

Feeling the Oscars were lackluster in past years due to the lack of a youthful presence, Carr decided to focus on bringing many young performers to the Oscars telecast. Carr selected actor Rob Lowe as a key performer for the telecast. Although Lowe was a young and successful actor, the choice proved to be a dismal one. Lowe was in the midst of a major sex tape scandal that included footage of him having intercourse with an underage girl. The emergence of another sex tape (which ultimately became one of the first celebrity sex tapes available to the public) of him and his friend Justin Moritt having sex with a young model in a hotel room in Paris further damaged his reputation.

For Carr to select the most controversial actor in Hollywood at the time was a questionable one. At the same time it also seemed like a potentially brilliant one for the attention it would bring to the Oscars telecast. Carr also called upon other young actors and entertainers including Patrick Dempsey, Blair Underwood, and Ricki Lake. To make room for Lowe and the other young actors performing, Carr decided to make a shocking decision and break tradition by abolishing the performing of the Best Original Song nominees. In addition to this omission, Carr also decided to not utilize a host for the Oscars that year.

It was difficult to make sense of precisely what Carr had planned, but with the announcements he was bringing to the table it seemed that everything would fall in place. Yet when Oscar night arrived it was evident that Carr’s production would be a disaster.

An inspiring actress named Eileen Bowman appeared on the stage as Snow White and would be a pivotal “character” in the night’s various performances. What could have been her ticket to stardom ended up making her an infamous part of Oscar history. Bowman’s voice sounded like shrieking to many and it annoyed viewers who tuned in for the telecast. Lowe eventually appeared on stage as “Snow White’s date.” Disastrous numbers throughout the telecast included Lowe and Bowman doing a parody of Proud Mary and various young entertainers singing about their aspirations of winning an Oscar.

The Oscars that year was immediately slammed for being an utter train wreck. Critics pointed out to the poor producing and use of “untalented” performers. Critic Janet Maslin even went as far to say that it “deserves a permanent place in the annals of Oscar embarrassment,” and “inspired no confidence in Hollywood’s future.”

Actors like Gregory Peck, Julie Andrews, and Paul Newman went on to write an open letter of the embarrassment the Oscars telecast was to not only the Academy Awards, but also the entire entertainment industry. Along with the negative reaction, The Walt Disney Company sued The Academy for the unauthorized use of Snow White. Carr would never be able to recover from the failure and his career and never produced a film or theatrical production again. Carr passed away in 1999 with the problem of having the Olympics in Hollywood at the time has waned.

The 2012 Olympics were in London. The 2016 Olympics were held in Rio de Janeiro. The 2018 Olympics were in Pyeongchang,

The 2022 Olympics are scheduled to be held in Beijing. Whether or not you’re interested in economics or sports, you should definitely take the time to either take a class or just have a chat with Baade.

It may be the only time you speak to someone who might have had a paranormal interaction with the ghost of Hitler.

Vagina Monologues

The great Coco Chanel once said “The most courageous act is still to think for yourself. Aloud.” That’s what the Students for Women’s Awareness Network, or SWAN for short, did. SWAN presented The Vagina Monologues in the McCormick Auditorium on Friday, Feb. 28 through Sunday, March 2. There was an encouraged donation of $3 or more towards the Zacharias Sexual Abuse Center and the V-day Campaign. The Zacharias Sexual Abuse Center is the only rape crisis center in the Lake County area. The center provides its services for free. The proceeds also went to the V-day campaign which works to end violence against women worldwide. SWAN was able to donate more than $500 that weekend.

The monologues were created by the famous playwright Eve Ensler. Ensler is a voice for women everywhere and started the Vagina Monologues around the late 90s. The 18 monologues are about women’s everyday lives from their period to giving birth and empower the female race.

SWAN member Kayla Huber ‘16 explains, “The overall theme is to turn a historically shameful organ into a tool of female empowerment.”

The monologues were presented by a female cast. If you are interested in empowering women or learning on how to help women in the world attend SWAN’s weekly meetings on Tuesdays at 5 p.m. in Pearson Room A.
The Stentor set to launch stentornews.com

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The Stentor, the College’s student-run newspaper, is slated to launch an online version (www.stentornews.com) by the end of the month. The site is expected to host articles, Stentor archives, and supplementary multimedia content, such as video and audio interviews and photographs, and will bring the student organization up to speed, digitally.

StentorNews.com is following the example of newspapers everywhere by leaping into the digital age and establishing an online presence.

Dominick Scafidi ’17, staff writer and web manager for the new site, saw a glaring gap in the production of the paper, which has only been distributed as a print publication. He says, on the upcoming launch, “It’s about time that we had a website for the College’s newspaper. StentorNews.com is going to fill the gap of the newspaper not being produced in a digital format.”

Scafidi, a newcomer to the Stentor team, dedicated himself to the launch of the site and began talks with staff last semester. Currently, he is doing talks with Professor David Park, Chair of Communications, about the integration of video into the site.

Producing interactive and multimedia content for the site is the ultimate goal of the online news team. The paper, which was previously an on-campus opportunity for students interested in journalism, photography and print design, is now designed to offer web and multimedia experience as well.

Scafidi said, “It will allow the news of our school to be displayed in photo and video format and will be something the school can tout as a student journalism success.”

The addition of these aspects to the production of the paper offers several new responsibilities to staff.

The launch of StentorNews.com might mean a higher readership for the student-run publication. The introduction of the paper to the web offers opportunities for students to access content pertaining to their interests and to share that content across the campus community, potentially garnering web traffic through social media platforms and word of mouth. This new format, in part, corners the issue of the relatively low-campus-wide readership.

The addition to this, the launch of StentorNews.com might also boast positive environmental effects, as well. Some members of the campus community have voiced concerns about overprinting, which often leaves the campus community with several copies too many between publishing dates. Scafidi acknowledged a possible future switch to only digital publication of the Stentor.

“I don’t know what it will be. I think that the staff is fully behind the efforts of StentorNews.com and it will surely help us to print less in the future,” he said.

Only time will tell how the introduction of StentorNews.com will affect the student body; however, the move to a digital format makes the paper a more viable resume builder for many students and will offer them even more comprehensive news than before.

“We’re very excited to be launching our website. This is something we have wanted to do for a very long time and with Dominick’s skills we were finally able to get it done,” said Editor-in-Chief Lexie Zaas.

The future and cycles of the American dream

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Since the great recession of 2008 many Americans believe that the American dream is principally dead if not unobtainable anymore. According to a Gallup poll from October 2013, only 50 percent of Americans believe the next generation will have a better quality of life than their parents. Can Americans continue to believe in the promise that if they work hard enough they will be able to have the quality of life they’d like to choose, or is that just a dead idea in the complicated place we call 21st Century America?

Since the Second World War the American dream has looked very similar across the nation. Nuclear families are created, these families buy homes, have children, and plan to send their children off to higher education so they can repeat the cycle and exceed their parents. Interestingly enough this dream has always played a role in the American, never in the rural. This idea of the two-car backyard family simply does not work in an urban setting.

After the great recession this ideal of the suburban American dream has become much hard than ever before. The cost of living is now more than ever before with a 15 percent raise occurring between 2000 and 2010. With it becoming increasingly hard to live this way is it possible to reimagine the American dream, can this dream be portrayed in America’s citycenters, not subdivisions?

As of 2012, 115 million Americans live in the suburbs making up nearly half of the U.S. population. Since the great recession there has been an odd trend occurring where young and with Dominic’s skills we were finally able to get it done,” said Editor-in-Chief Lexie Zaas.

This urban American dream would be based around the idea of New Urbanism. An idea where neighborhoods are not based around the car but around people, making neighborhoods walkable but in a higher density setting. Other aspects of this New Urbanism include open green spaces available to all, schools within walking distance, and public transportation being just as useable as the car.

Graphic by Dominick Scafidi ’17.
Lake Forest College men’s tennis dominates North Central 8-1
Forester men’s tennis team hands the North Central Albions their first loss of the season

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Lake Forest College men’s tennis dominates North Central 8-1
March 18, 2014

The men’s tennis team extended their 3-0 perfect record in home matches by defeating North Central 8-1 on Feb. 28. It's a far cry from the rocky 0-2 start the Foresters had to their 2014 season.

The team kicked off their prime time tennis dual with three doubles matches—an area of strength for the Foresters this season. The No. 3 doubles team of Anthony Mykhaylovsky ’15 and Derek Schaltz ’15 earned the Foresters a convincing 8-4 win to get things started.

Head Coach Michael Raymond is pleased with the 9-0 record of the doubles teams, as of press time, but he definitely wants to see improvement in sustaining their prime time tennis in their remaining singles matches.

“Any reservations I might have had about our singles performance against North Central was quickly dispelled. All of our guys jumped out to early leads and kept pressing their opponents from there. Our guys played well all the way through their singles matches and that was good to see,” Raymond said.

Although the Foresters have a flawless record at home, they are yet to win an away match this season.

Captan Jerry Wang ’14 said he thinks the team is still gaining more chemistry with each other, I am sure that will improve.

“The team is optimistic about the rest of their season and has goals clearly laid out. Wang is adamant about his team reaching the team conference championship in his final year playing for Lake Forest.”

Raymond wants his team to keep things in perspective.

“[My expectations are] that the guys continue breaking the season up into chunks so we don’t get too far ahead of ourselves. The goal is certainly to peak in April, but improving as a team in March is the most important thing,” he said.

But it’s hard not to be optimistic about the Forester men’s tennis team this season. This depth of the team is the strongest it’s been in recent history.

The addition of Samantha Kintzel to the coaching staff is a factor as well. Kintzel was a former collegiate tennis player, and was one of the most successful players in the history of the women’s tennis program at Bowling Green University.

“It helps a lot because I know what they are going through. If they ever have questions or need to talk, it’s easy for me to be there and help them because I remember what it’s like to be tired and stressed from homework and practice,” Kintzel said.

Lake Forest College Stentor

Sara at the blue line
Hold onto your seats, Roberto Luongo is no longer a Vancouver Canuck

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I almost choked on my water when I heard the news. Roberto Luongo has been traded. Any hockey fan is with me on this, because it was highly believed that Luongo was going to die a Canuck.

Any animosity I had for Luongo has dissipated now as he swapped out his Canuck jersey for another Stanley Cup-less team, the Florida Panthers.

That being said, I’m happy for him. Luongo, who is currently at the ripe age of 34, previously played for the Panthers for six years before being dealt to Vancouver, so he’s going back to his roots. But why didn’t this happen before when the “Big Decision” Luongo edition (side note: wasn’t as big as the Lebron decision) was sweeping the hockey world?

Long story short, Luongo took up a lot of cap space for playing so little. Corey Schneider, backup goalie for the Canucks who surprisingly got traded before Luongo, took center stage and left Luongo twiddling his thumbs on the bench praying to the hockey gods that someone will want him.

Apparently the Canucks management team heard, and Vancouver took up the offer and wanted to see if there were any takers, but no one was willing to give up more than what general manager Mike Gillis thinks he was worth.

However, the Canucks were desperate to trade him because essentially the longer Luongo is on the roster, the more they’re going to have to pay him against the cap for the years that are still remaining on his contract.

Then come the Florida Panthers in a desperate attempt to become a play-off team. Off goes Luongo and in comes prospects Jacob Markstrom, center Shawn Matthias, and forward Steven Anthony.

Never heard of their names before? There’s a reason for that. Oh, and the Canucks must also pay 15 percent of Luongo’s salary, and if he decided to retire before 2022, would make him 42, they must also face the “cap recapture” penalty. They absolutely, most positively received the short end of the stick on this deal.

So what is Luongo leaving behind? According to Sportsnet.ca, “Luongo won at least 30 games six times, and has posted a save percentage lower than .917 once,” and yet no Stanley Cup.

Wait, sorry. It’s going to take a while to wane out my Luongo-loser jokes out of my system.
60 minutes: Professor Robert Baade edition

Professor Baade takes us through his journey from young athlete to a highly sought after sports economist expert, and explains how Brazil ended up as the host for two mega-events.

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Professor Robert Baade of the business and economics department at Lake Forest College never thought that his life would change completely when the Wall Street Journal first dubbed him as an expert on sports economics. After The New York Times and the Wall Street Journal recognized one of his papers, “The Sports Tax,” Baade became a hot commodity and was highly sought after by the media, including the Associated Press and NBC.

But before all the phone calls and interviews, Baade was an exceptionally active athlete involved in every sport. “In high school I played all the sports, football, basketball, baseball and track and field. Back in the day when we weren’t so specialized as we are now, I participated in everything, but basketball was my favorite sport,” Baade said.

He carried his love of sports with him through college where he received his BA at University of Wisconsin-Whitewater, and his MA and PhD in economics at the University of Wisconsin-Madison, where he also played for a semi-professional team. However, Baade never let his athletic activities get in the way of his studies. “I feel when I was doing it, and I had no idea what it was, and I didn’t find out until later on that, that was the place that Hitler had given an important speech. But I did feel something uncomfortable while I was giving my speech even before I found that out,” Baade said.

Baade has also gotten the opportunity to speak in front of the Senate Judiciary Committee and educate them about issues revolving around monopolies in professional sports. Something that will make Baade’s “most entertaining” list was explaining the economics behind the upcoming summer Olympics and Fédération Internationale de Football Association World Cup to a certain student who failed economics—twice.

So, the question becomes, how did Brazil, an emerging country, manage to land both the World Cup and the Olympics? More importantly, how did Brazil manage to outbid Chicago in the upcoming summer Olympics in 2016? It turns out, that we’ve been looking at it all wrong.

Like everything else in the world, organizations, like products, are marketable tools. The International Olympic Committee and the FIFA organizations are looking to market themselves, and the best way to do that, they have figured, is to have multiple countries and cities bid for them that will help them get recognized and essentially bring in more revenue.

Today, Brazil is an emerging economy and a perfect place for the International Olympic Committee and FIFA to market themselves. “The trend has been toward extending these brands to the developing world for a variety of reasons. Brazil was certainly one of the most important emerging economies in the world. In globally branding these products, it made sense for both the International Olympic Committee and for FIFA...to include what is it they were forecasting or perceiving, as growing markets in the world. It was important for them to extend their brand, or market their brands to these growing markets.”

Baade stressed that the host countries also have an agenda when entering their bid for these events. These emerging countries often feel the need to show the world that they are an important part of the global network and showcase what they are capable of producing, explaining why they spend millions upon millions of dollars on the construction of the facilities.

“Another reason why developing countries such as China, Russia, and Brazil are so eager to emerge from the notion that they are still developing is because of symbolism. They want to solidify their place on a global scale, and they’re willing to pay the price to host these expensive events, and it only makes sense that the Olympics and World Cup would want to bring their markets to them,” Baade said.

Russia was a prime example of this soft power diplomacy. In this past Winter Olympics alone, Russia spent a staggering amount of more than $51 billion. That amount is greater than the sum of all the money spent on any past Winter Olympic Games.

PHOTO BY: Joshua Spreng ’17

Professor Robert Baade of the economics department at Lake Forest College gives us an insight into the world of sports economics.

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